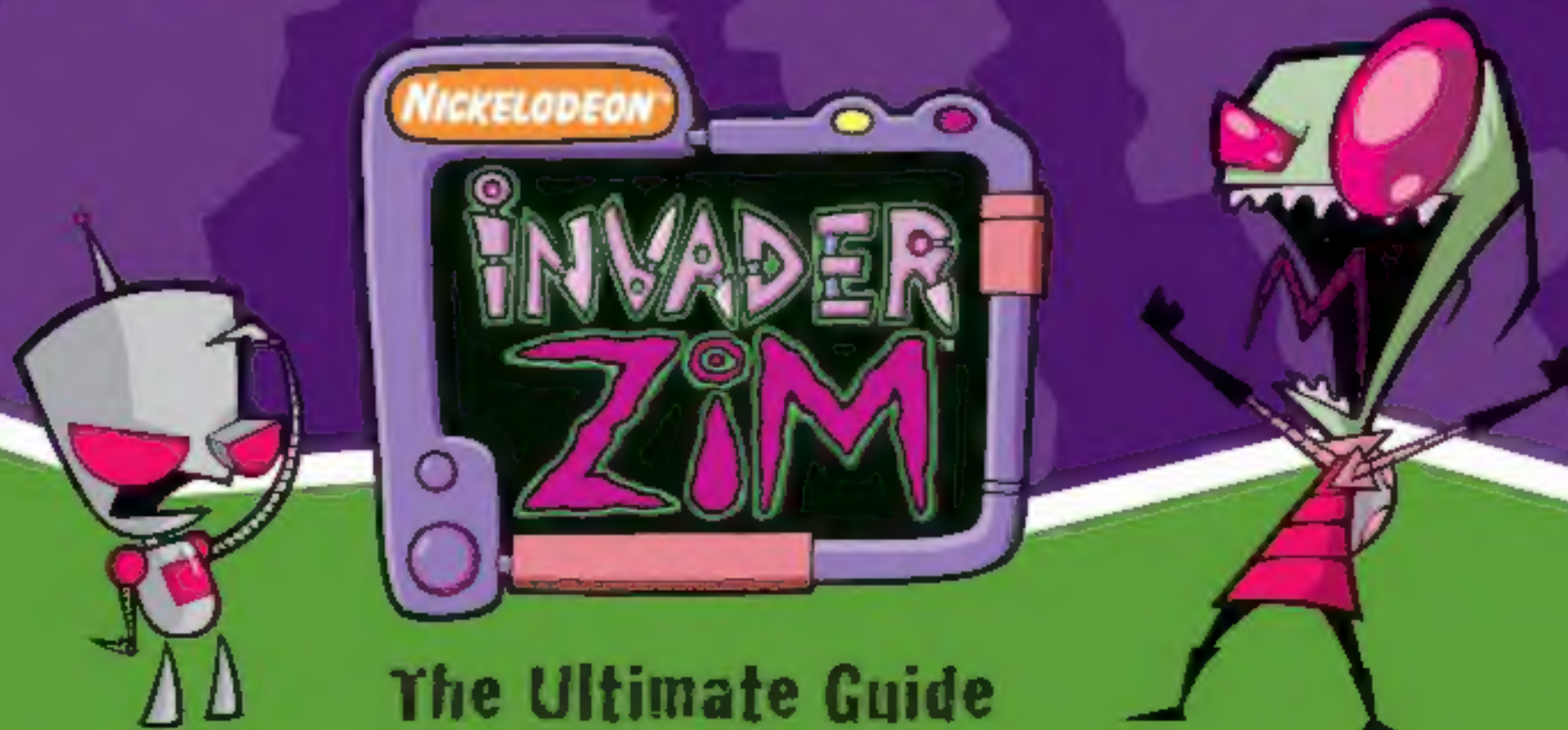


OPERATION



IMPENDING DOOM



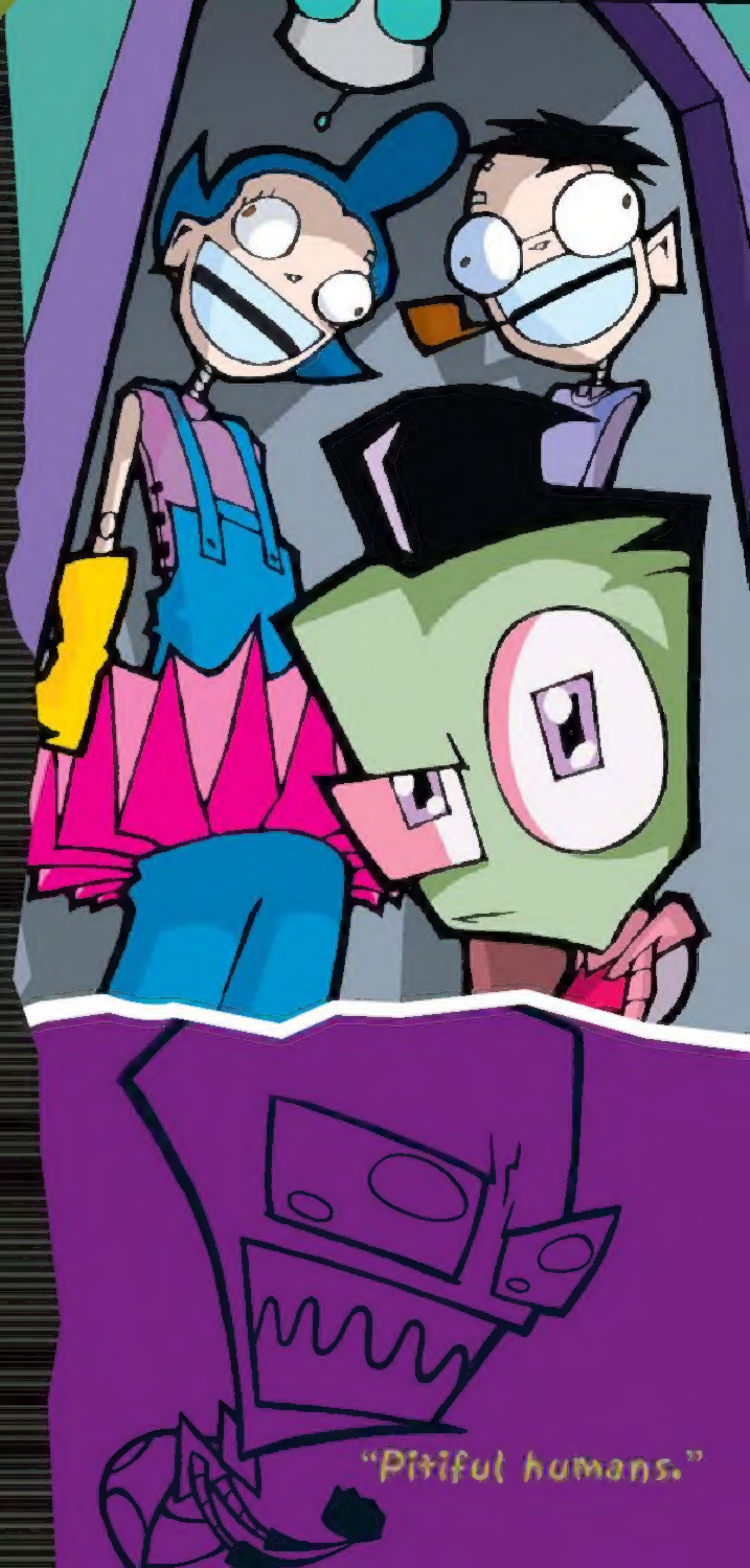
The Ultimate Guide

300h 3V-hV

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"Pitiful humans."

THE NIGHTMARE BEGINS

Stand back ignorant Earth filth, or be prepared to... get really hurt. INVADER ZIM is on a mission from the planet IRK to infiltrate your weak masses in an attempt to assume control of Earth and its annoying inhabitants with minimal resistance.

Disguised as an earthling child, albeit one with a green complexion that he explains away as a "skin condition" (this same "condition" is also the reason he has no ears), ZIM has been sent by his leaders, THE ALMIGHTY TALLEST, on a mission of DOOM! He's come to Earth accompanied by GIR, his faithful, intelligence-gathering robot who's camouflaged in a little zippered dog suit to thwart ZIM's enemies! But alas, a wrench has been tossed into ZIM's devious plan. A wrench with a name: Dib, earth scum obsessed with the paranormal. This abhorrent creature is the only human recognizing ZIM as the potential threat that he is.

But Dib will NOT, I REPEAT, NOT, get in the way of the mission. If he tries, he will be destroyed... or really hurt. And Dib's sister, Gaz, doesn't really care even if ZIM IS an alien. She just wants to be left alone to play video games, eat junk food and NOT be annoyed by her brother's quest to reveal aliens.



"Doom
doom
da di
doom
doom
doomie
doom
doom di
doom

6 months
later...

doom
da di
doom
doom
doomie
doom
doom di
da di
doom
doom
da da
doom..."



zim

(as alien)

Among the shortest in a species where height determines one's standing in society, ZIM makes up for his lack of height with overwhelming displays of confidence, dedication and energy. Unfortunately, these positive traits are in service to a skewed world-view and a general refusal to recognize his limitations.

"Invader blood marches through my veins like giant radioactive rubber ants."

It would be a mistake to assume that ZIM is stupid. "Misguided" would be a more accurate adjective for him. Unfortunately, most of the intelligence he's getting is either from his defective information-retrieval robot GIR or from fellow schoolchildren, who have a different set of priorities and a more imaginative way of looking at the world. ZIM frequently makes baseless assumptions about Earth and its strange inhabitants, most of which are untrue, and all of which he accepts as absolute fact.

"Be gone with you."



IZ.ZIMa.014

ZIM FACTS:

- ZIM will never acknowledge his own shortcomings and will always try and play them off as some sort of secret strength.
- ZIM is more likely to try and think his way through a situation (however faulty that thinking may be) than to whip convenient gadgets out of his backpack to get himself out of trouble.
- If an opportunity to singlehandedly crush the human race arises, ZIM will take it.



"Finally, a robot slave of my own!"

ZIM frequently reports to the ALMIGHTY TALLEST, from whom an acknowledgement of any kind (whether real or imagined) will fill him with unimaginable INVADER'S pride. He lives to impress his leaders and peers, who meet his reports with indifference, mock interest or disgust.

*"The more we know
the sooner we can
conquer this spinning
ball of filthy...dirt."*

ZIM's presence on Earth is not limited to his impersonation of a schoolchild. He also has a variety of different earth disguises. Wearing only a giant beard, he can seamlessly blend in as an old man. A disturbingly tiny old man. A disturbingly tiny, vomit-green old man.

*"I am a perfectly
normal human worm
baby."*

zim

(AS HUMAN)



IZ.ZIMh.012

"Let us rain some DOOM down on the filthy heads of our enemies."



ZIM FACTS:

- ZIM and all IRKENS spell their names ALL IN CAPS, all the time.
- ZIM can never be without his "standard-issue back-mounted INVADER carrying shell" (a backpack to humans) - which enables him to breathe our air and understand our language.
- ZIM never sleeps. He's constantly recharged by the backpack plugged into his shoulders.
- ZIM NEVER comes into contact with human food without an obscene display of disgust or, if he is forced to ACTUALLY EAT any of the sickening gruel, allergic consequence. He survives on a Llk-M-Aid style IRKEN food. Except, of course, when he eats the "space version" of the same food like a "space sandwich."

GIR

No one knows what the “G” in “GIR” stands for, but the rest is “INFORMATION RETRIEVAL,” and that is what GIR does (or is supposed to do). He’s ZIM’s intelligence gathering robot, standard issue for every INVADER.

Except instead of the highly efficient, top of the line model issued to INVADERS in good standing, ZIM was given a quickly-cobbled-together-from-spare-parts robot, whose attention span is, well... a little deficient.

ZIM: “What’s the ‘G’ for?”

GIR: “I don’t know.”

GIR has two basic modes of behavior. When he’s addressed in a military manner by his master, his normally blue eyes shift to red and for a few brief moments, he is a loyal servant. But within moments, he’s back to his normal, blue eyed, short attention spanned, destructive self.

“Somebody needs a hug.”



IZ.GIR.010

7

014



011



IZ.GIR.001



002



003



004



005



006



007



013A



013B



015A



015B



008



009



015C



015D



016



017



018A



018B



018C



012



019

This pose is available as a Photoshop document only.

GIR FACTS:

- He doesn't have one iota of malice in him.
- He's obsessed with junk food and television.
- He has the attention span of a tse tse fly (very short).
- He is literally insane.
- When addressed in a military manner by ZIM, GIR salutes violently.



Like an elementary school Fox Mulder (with slightly more emotional range), Dib is intensely focused on all things paranormal and has little time for anything else.

"I've got work to do. Fate of the world kind of work."

Dib is the son of the one and only Professor Membrane, host of the enormously popular kids' show "POKING THE MEMBRANE OF SCIENCE." Unfortunately, Professor Membrane is often too busy to pay much attention to the child chattering behind him about space aliens and the yeti. The rest of the world just thinks he's crazy. Dib lives for the day his father - and the world - see him for the truthsayer that he is. While mostly content with his passion for delving into the spooky world of the unexplained, Dib's lack of credibility in others' eyes is a huge detriment in convincing the world about ZIM (or any other paranormal phenomenon for that matter).

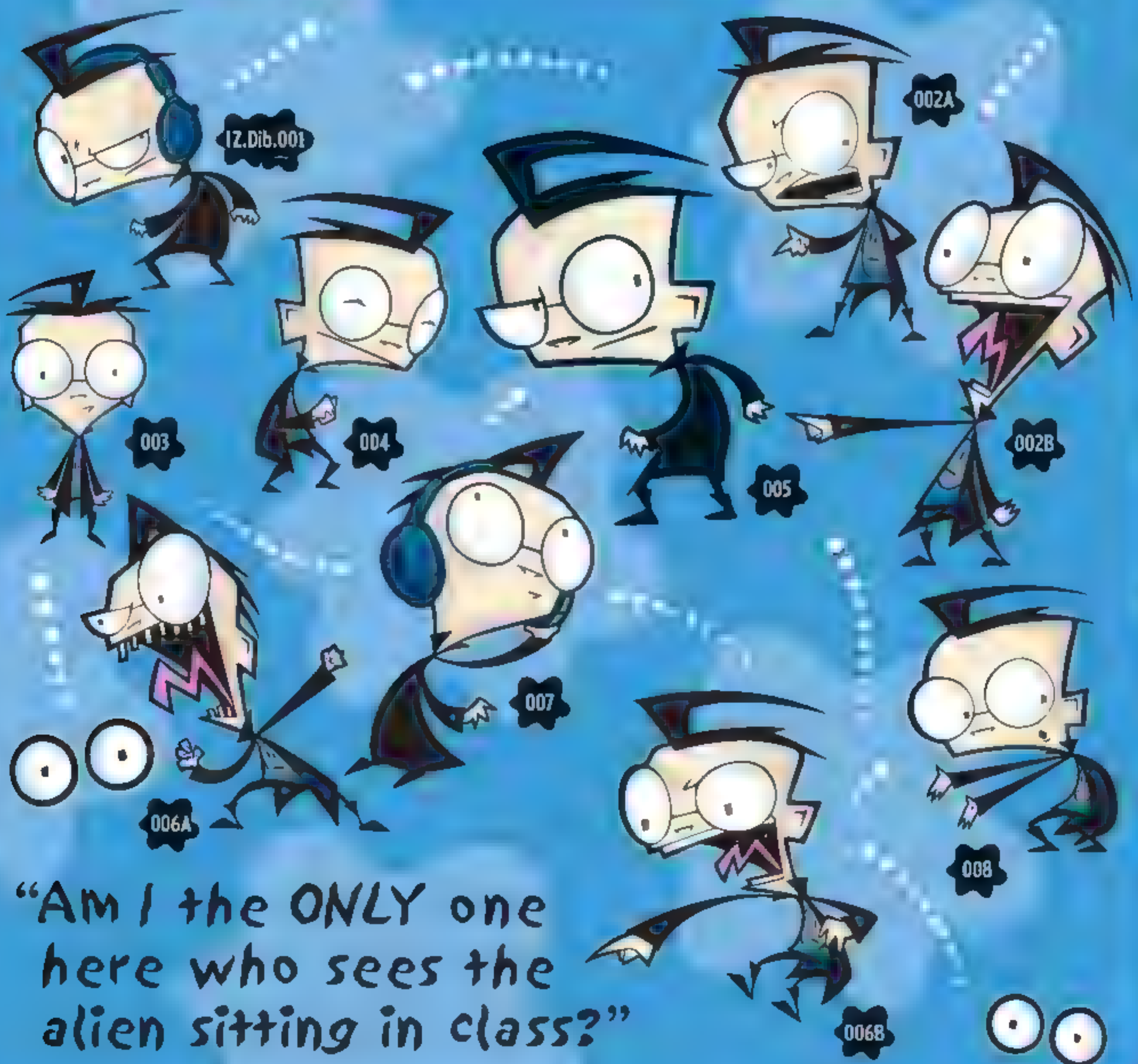
ZIM's presence in Dib's life gives him a focused mission with multiple benefits. The Mission: Undermine ZIM's efforts at earth destruction by exposing him as the galactic scourge that he is. The Benefits: Dib gets to save the planet and be acknowledged for the amazing genius that he is.

IZ.Dib.009

DIB

DIB FACTS:

- Dib is single-minded in purpose and not very mindful of whether or not anyone is interested in whatever he's rambling on about.
- Though his father is Professor Membrane, his last name is NOT Membrane. No one knows what it is.
- He's a compulsive watcher of the show "Mysterious Mysteries of Strange Mystery," a sightings-like show that focuses on bizarre goings-on in his strange universe.
- Dib is a junior member of the Swollen Eyeball Network, a super-secret organization.
- Ghosts, goblins and the overall supernatural are Dib's specialties.





GAZ FACTS:

- Gaz is not evil, nor is she a bad person.
- Well, maybe she is a LITTLE evil.
- Gaz loves junk food.
- Gaz is a compulsive player of video games.
- She is definitely the most creative of the bunch.

GAZ

1Z.Gaz.005

Marked by an air of extreme pessimism, Gaz is by far the darkest of the characters. She will express doubt at or indifference to her big brother's ideas and plans at every turn. She doesn't deny the existence of the things he believes in; in fact, she is probably the most clearheaded of the characters. She simply does not care enough to do anything about it.

*"When you die,
can I play?"*

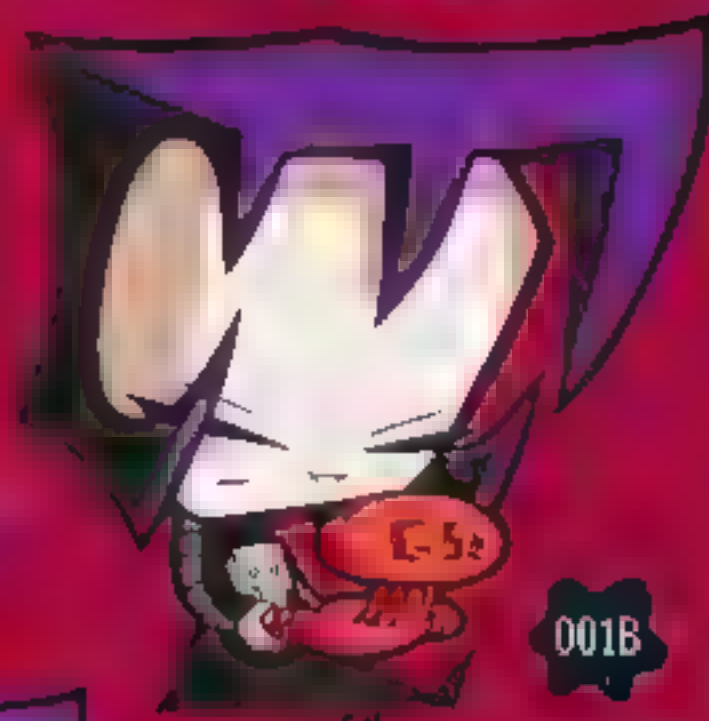
Gaz is not nearly as bothered by her father's constant working as Dib is, finding solace in creative endeavors like drawing, writing and crafting meticulous revenge scenarios (when not engrossed in compulsive video game playing). While Dib is off trying to unveil mind-shattering things in order to impress Dad, Gaz might make him a creepy-looking clay monkey. Her dark nature shows itself in her artwork and in the disturbing stories she reads to her class.

She spends a great deal of her time avoiding unnecessary conversation with the rest of the world, which seems to be populated only by annoying freaks. Unfortunately, her brother is all about inviting weird distractions into his life, and thus hers. She is never amazed by the supernatural or fantastic, as anyone else might be. She just accepts it as another thing to be angry with.

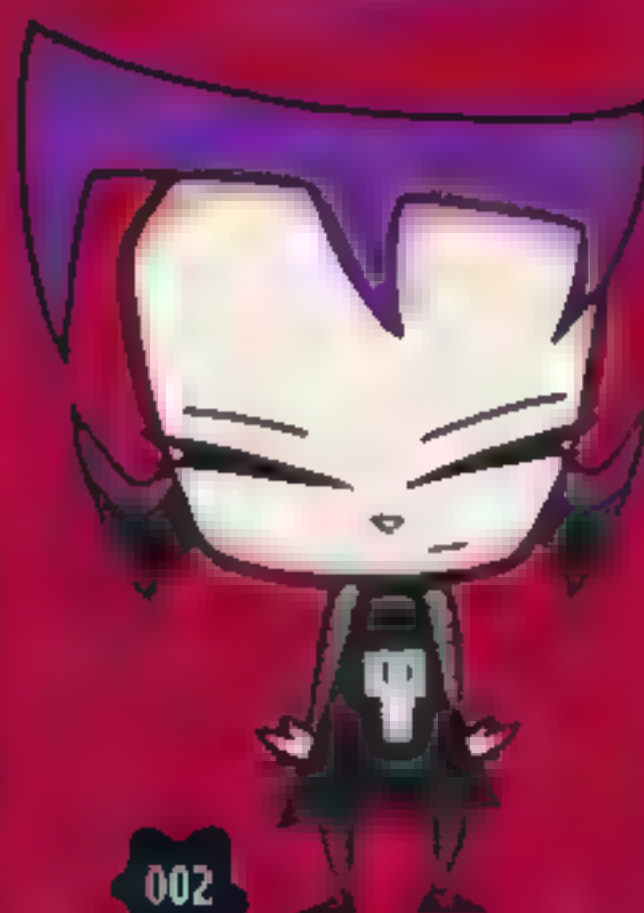
*"Dib drank the last soda.
He will pay."*



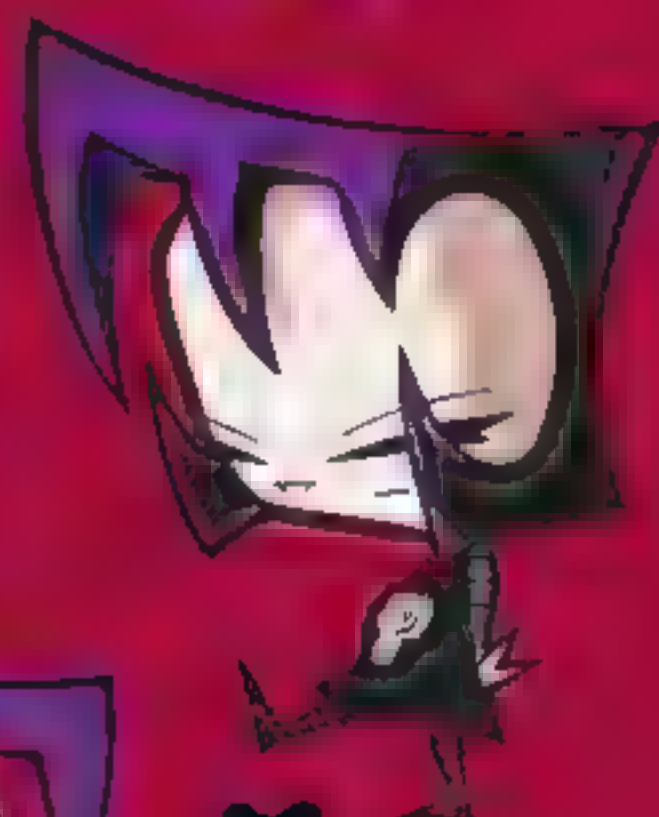
1Z.Gaz.001A



001B



002

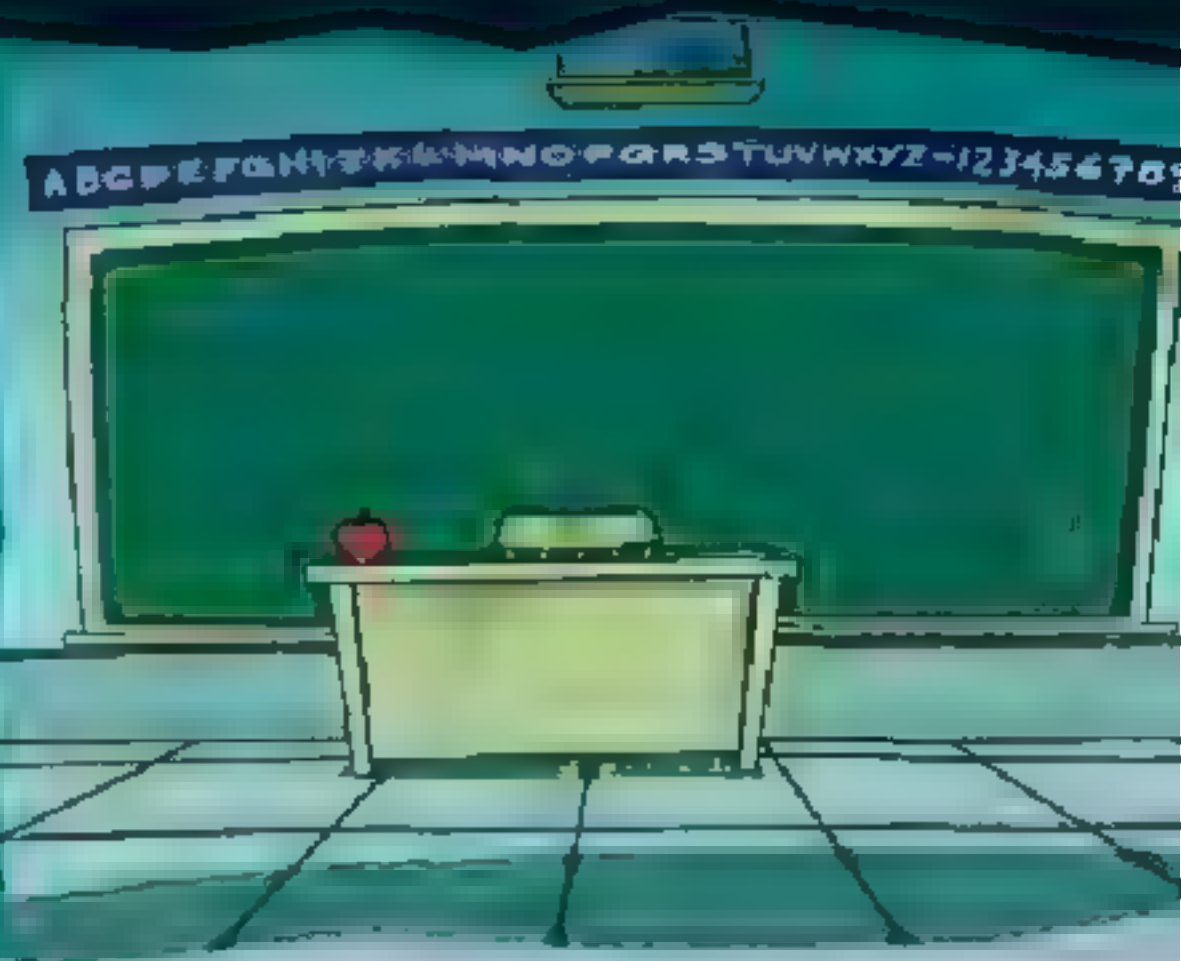
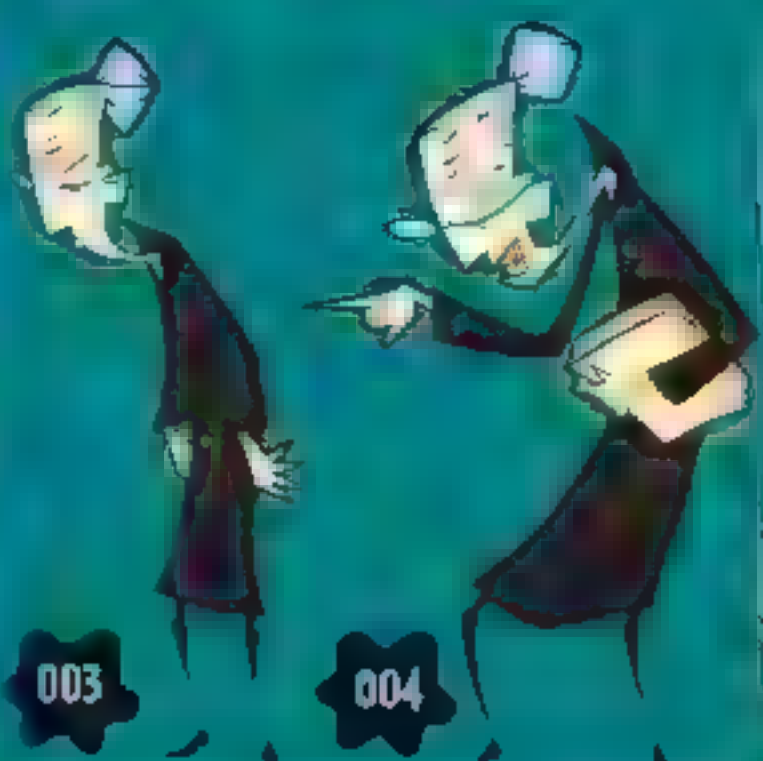


003



004

*"I either finish my game, or make
you wish I was never born."*



MS. BITTERS



"Go home now."

ZIM and Dib's bleak elementary school teacher. She delights in the crushing of anything resembling childhood joy. She feels like she could have been somebody special but instead, ended up in a job she really has no passion for.

"Open up your textbook and begin memorizing the copyright information. You will be quizzed on this."

The ancient and timeless Bitters doesn't follow the same laws of nature as anybody else. Slithering around corners, causing carefully rendered child's artwork to burst into flame, or walking, spider-like, across the ceiling are some of the many manifestations of her mysterious, never-explained but often pondered abilities.

"I told you you'd amount to nothing... I was right."

IZ.Btrs.005

PROFESSOR MEMBRANE

The world's most powerful, renowned and prolific scientific mind, host of the wildly popular TV show, "POKING THE MEMBRANE OF SCIENCE," and the father of Dib and Gaz. He is seemingly everywhere at once, on billboards, on television, etc., and yet, to his children, he is unattainable, appearing in their lives only as a hunched-over figure in a lab coat, or as a projected face on one of the floating monitors stationed around the house. He does, after all, bear the burden of being the most amazing man in existence! The guy's a good dad, but really busy, so these dislocated forms of parenthood are a necessary thing.



THE ALMIGHTY TRAVEST



The Almighty Travest is a
 character from the Travest
 series. It is a purple robot
 with a green head and a
 long purple skirt. It is
 holding a green object in
 its right hand.

“אני חושב שיש לי
 משהו חדש”



TR.001



TP.002



TR.002



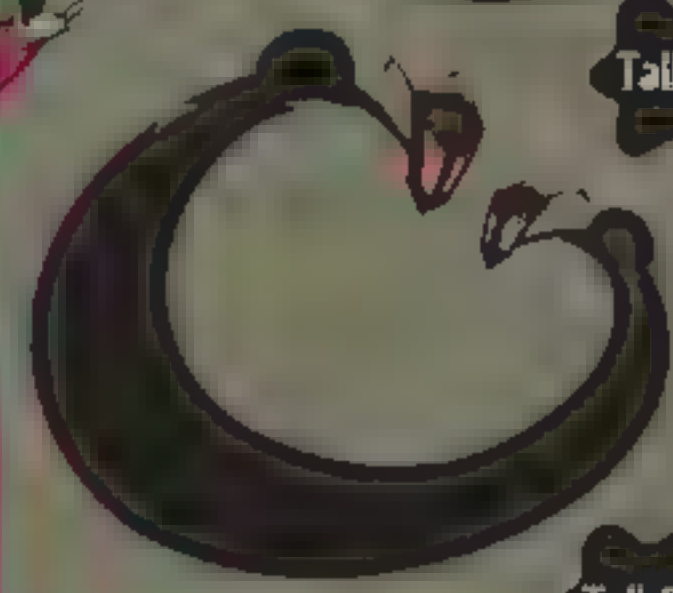
TP.003



TR.003



TdH.002



TdH.001

12.TP.001



THE ROBO-PARENTS

Designed only to be seen from a distance (they look a lot like crash test dummies), the robo-parents exist to give the impression of a normal, fully-functioning family unit. It's not long before they have to be redesigned to account for things like parent teacher nights or to entertain unexpected guests. ZIM reengineers them so they can walk, but only in a jerky, Frankenstein's monster sort of way, and their vocabulary is limited to the few words and phrases that ZIM programs into them. They have a tendency to malfunction and fall apart at the most inconvenient times, making ZIM dread any situation where they may have to interact with any actual human beings.

A FEW RULES:

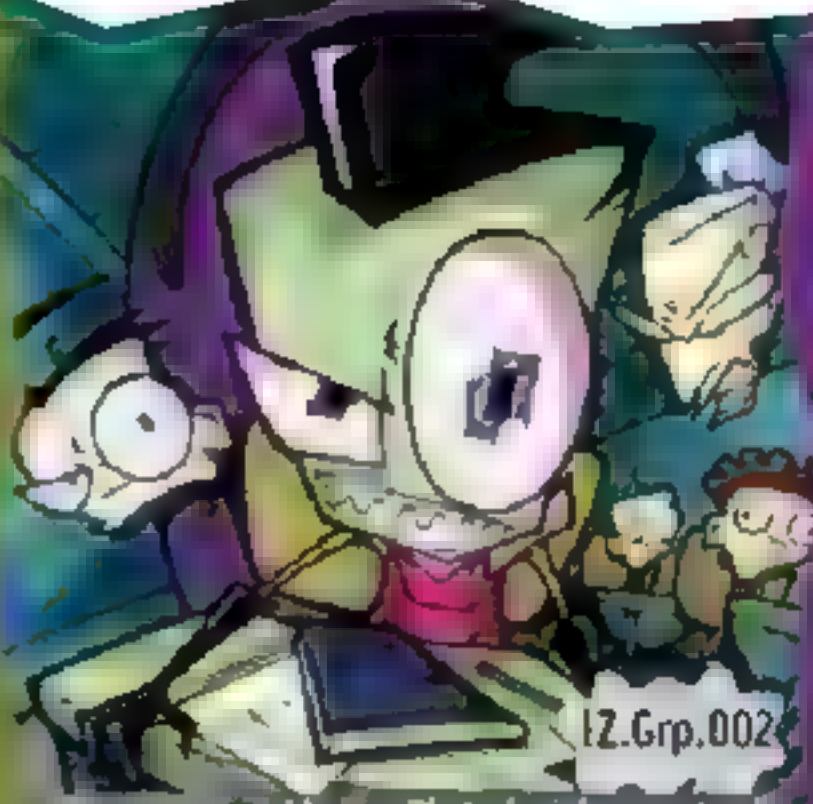
- This is an alternate universe based loosely on the one we live in. All of the technology, architecture, etc. should have a futuristic spin to it.
- One liners are to be used sparingly.
- Never forget this is a Science Fiction show.
- Whenever possible bring in sci-fi and paranormal elements.
- Scary is good. Disturbing is great.
- Monkeys and pigs.

GROUP POSES

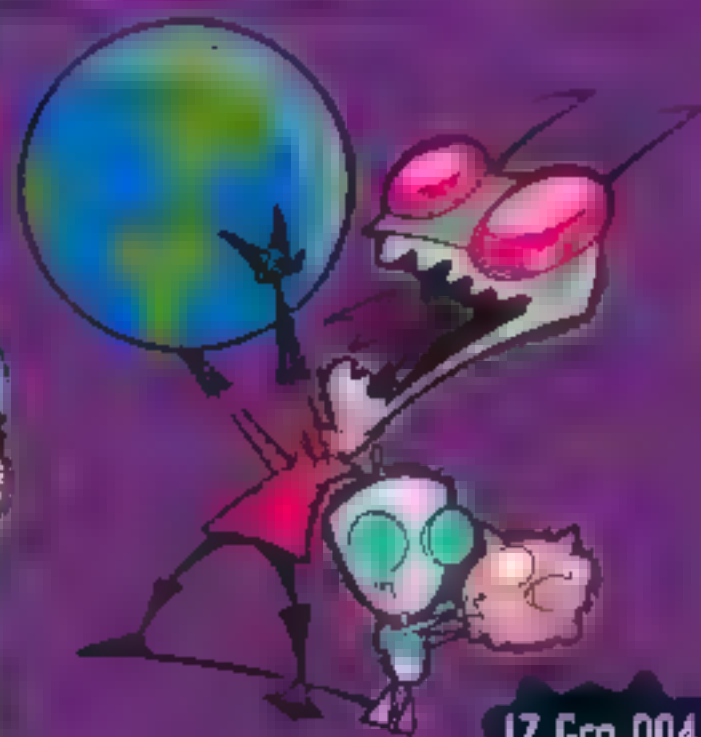


1Z.Grp.001

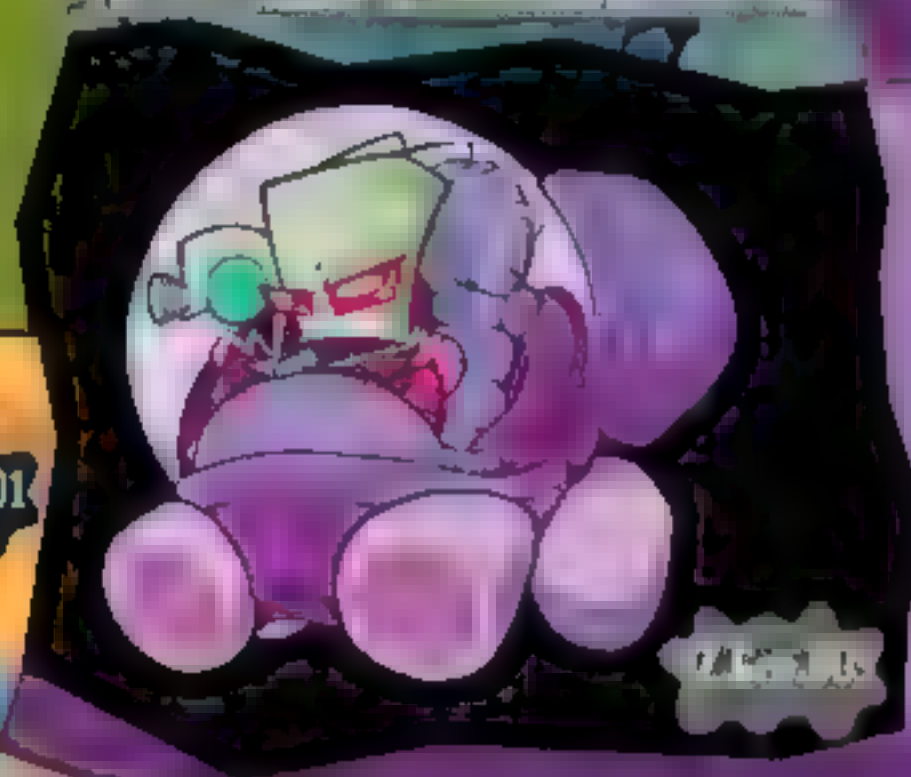
This pose is available as a Photoshop document only.



1Z.Grp.002



1Z.Grp.004



1Z.Grp.003

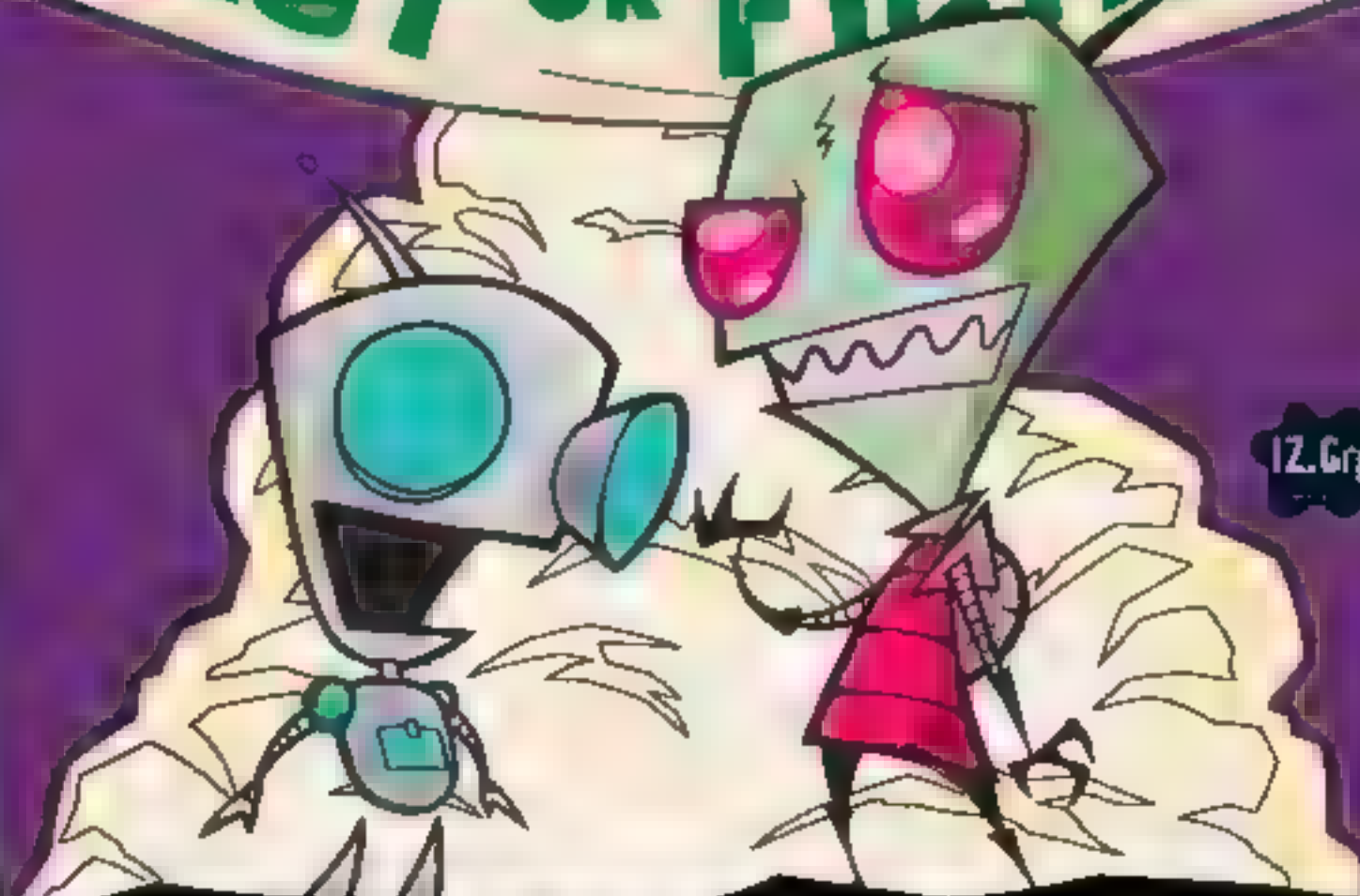


1Z.Grp.005

ALIEN LIFE: FACT OR FICTION?



1Z.Grp.006



1Z.Grp.007

GRAPHIC ELEMENTS



IZ.Irkenicon.002



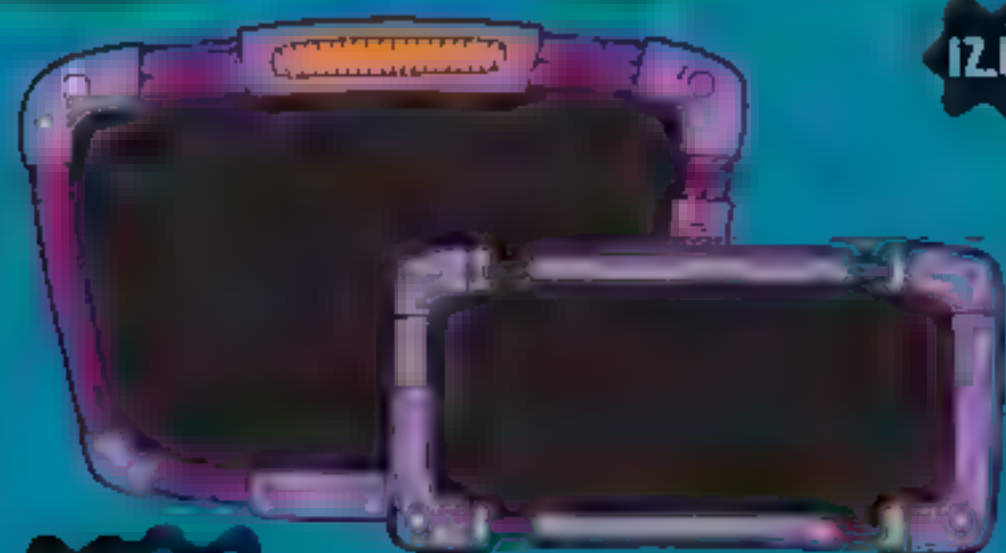
IZ.IrkenIcon.001

IMPENDING DOOM II – This logo is on propaganda related to ZIM's latest Impending Doom mission (he failed miserably at IMPENDING DOOM I) – flags, uniforms and the like.

IRKEN LOGO – This exquisite shape can be found on the uniforms of THE ALMIGHTY TALLEST and other things IRKEN. That's where it should stay. On IRKEN stuff. In any color that works with your

of 13 0 11

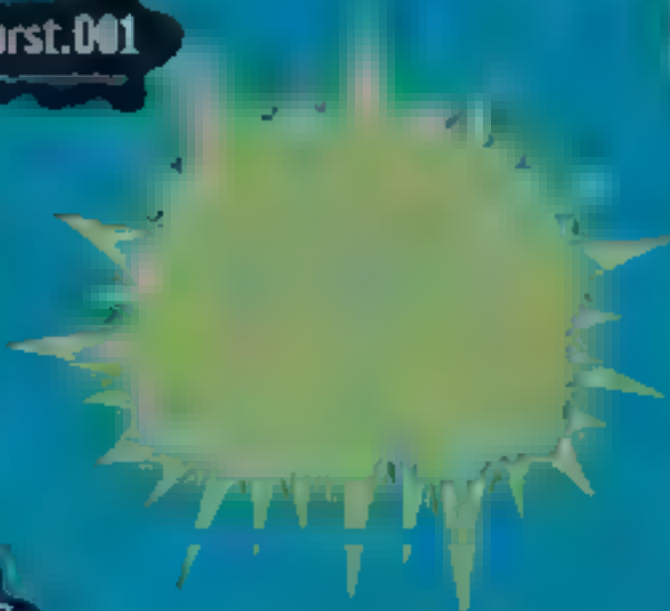
FRAMES, BURSTS, BOLT AND EYEBALLS



IZ.frame.001

IZ.frame.002

IZ.burst.001



IZ.eyeballs



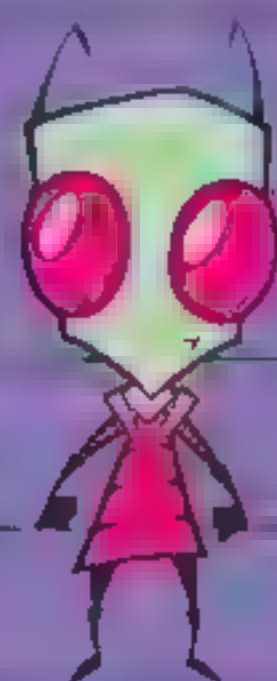
IZ.burst.002




IZ.bolt


CHARACTER

ZIM
AS ALIEN





 Skin
PMS 577
C-20 M-0 Y-30 K-10


 Skin shadow
PMS 576
C-35 M-0 Y-60 K-30

 Antennae, gloves
legs, boots &
inside mouth
PMS Black
C-0 M-0 Y-0 K-100


 Eyes
PMS 214
C-0 M-100 Y-10 K-0


 Eye shadow
PMS 215
C-40 M-100 Y-40 K-0

 Eye highlight, collar
shoulders, backpack,
circles & arms
PMS 197
C-0 M-50 Y-10 K-0


 Collar shadow,
shoulder shadow,
backpack circle shadow
& arms shadow
PMS 493
C-5 M-55 Y-20 K-10


 Backpack
PMS 5225
C-10 M-20 Y-0 K-20


 Backpack shadow
PMS 5215
C-40 M-40 Y-30 K-0

 Shirt
PMS 206
C-0 M-100 Y-40 K-0

 Shirt shadow
PMS 207
C-10 M-100 Y-40 K-20

 Tongue
PMS 228
C-20 M-100 Y-0 K-40

 Tongue shadow
PMS 229
C-35 M-100 Y-0 K-50

 Teeth
PMS 517
C-5 M-25 Y-0 K-0

 Teeth shadow
PMS 523
C-15 M-25 Y-0 K-0

"I will annihilate
you down to your
every last cell!"

CALL-OUTS

ZIM
AS HUMAN



- | | |
|--|---|
|  Skin
PMS 577
C-20 M-0 Y-30 K-10 |  Backpack
PMS 5225
C-10 M-20 Y-0 K-20 |
|  Skin shadow
PMS 576
C-35 M-0 Y-60 K-30 |  Backpack shadow
PMS 5215
C-40 M-40 Y-30 K-0 |
|  Pupil, hair, gloves,
legs, boots &
inside of mouth
PMS Black
C-0 M-0 Y-0 K-100 |  Shirt
PMS 206
C-0 M-100 Y-40 K-0 |
|  Teeth
PMS 517
C-5 M-25 Y-0 K-0 |  Shirt shadow
PMS 207
C-10 M-100 Y-40 K-20 |
|  Hair highlight &
teeth shadow
PMS 523
C-15 M-25 Y-0 K-0 | |
|  Iris
PMS 529
C-20 M-40 Y-0 K-0 |  Tongue
PMS 228
C-20 M-100 Y-0 K-40 |
|  Iris highlight & eyes
white
C-0 M-0 Y-0 K-0 |  Tongue shadow
PMS 229
C-35 M-100 Y-0 K-50 |
|  Eye shadow, collar,
shoulders, backpack
circles & arms
PMS 197
C-0 M-50 Y-10 K-0 | |
|  Collar shadow, shoulder shadow,
backpack circle shadow
& arms shadow
PMS 493
C-5 M-55 Y-20 K-10 | |

"Idiotic human!"



*All blue portions on GIR turn red when he is satiating



Eyes (satiating) (red)
PMS 300
C: 0 M: 100 Y: 40 K: 0



Eyes (not satiating) (blue)
PMS 207
C: 10 M: 100 Y: 40 K: 20

GIR
AS ROBOT



GIR
IN D&G
SUIT



DIB



GAZ



MS
BITTERS



PROFESSOR
MEMBRANE



Head (satiating)
PMS Cool Gray 4
C: 0 M: 0 Y: 0 K: 25

Head (not satiating)
PMS Cool Gray 0
C: 0 M: 0 Y: 0 K: 40

Body (satiating)
PMS Cool Gray 0
C: 0 M: 0 Y: 0 K: 80

Body (not satiating)
White
C: 0 M: 0 Y: 0 K: 0

Lower (satiating)
PMS 300
C: 10 M: 0 Y: 35 K: 0

Lower (not satiating)
PMS 300
C: 10 M: 0 Y: 35 K: 40

Shin (satiating)
PMS 505
C: 20 M: 0 Y: 10 K: 0

Shin (not satiating)
PMS 700
C: 0 M: 80 Y: 25 K: 0

Shin (satiating)
PMS 710
C: 0 M: 85 Y: 35 K: 0

Shin (not satiating)
PMS Black
C: 0 M: 0 Y: 0 K: 100

PMS 307
C: 30 M: 0 Y: 50 K: 0

PMS 310
C: 60 M: 0 Y: 100 K: 0

White
C: 0 M: 0 Y: 0 K: 0

PMS 5003
C: 20 M: 0 Y: 5 K: 5

PMS 5005
C: 5 M: 0 Y: 0 K: 15

PMS 5045
C: 10 M: 0 Y: 10 K: 25

PMS 700
C: 0 M: 80 Y: 25 K: 0

PMS 710
C: 0 M: 85 Y: 35 K: 0

PMS Black
C: 0 M: 0 Y: 0 K: 100

PMS 575
C: 15 M: 100 Y: 0 K: 10

PMS 300
C: 5 M: 100 Y: 0 K: 40

PMS 304
C: 10 M: 0 Y: 100 K: 40

PMS 310
C: 60 M: 0 Y: 100 K: 0

PMS 700
C: 10 M: 100 Y: 0 K: 0

PMS 310
C: 60 M: 0 Y: 100 K: 0

PMS 310
C: 60 M: 0 Y: 100 K: 0

PMS 700
C: 10 M: 100 Y: 0 K: 0

PMS 700
C: 10 M: 100 Y: 0 K: 0

PMS 700
C: 10 M: 100 Y: 0 K: 0

PMS 307
C: 30 M: 0 Y: 50 K: 0

PMS 307
C: 30 M: 0 Y: 50 K: 0

PMS 307
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PMS 307
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PMS 307
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PMS 307
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PMS 307
C: 30 M: 0 Y: 50 K: 0

PMS 307
C: 30 M: 0 Y: 50 K: 0

PMS 480
C: 0 M: 50 Y: 50 K: 0

PMS 480
C: 0 M: 50 Y: 50 K: 0

PMS 480
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PMS 480
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PMS 480
C: 0 M: 50 Y: 50 K: 0

PMS 607
C: 0 M: 0 Y: 30 K: 0

PMS 607
C: 0 M: 0 Y: 30 K: 0

PMS 607
C: 0 M: 0 Y: 30 K: 0

PMS 607
C: 0 M: 0 Y: 30 K: 0

PMS 607
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PMS 607
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PMS 607
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PMS 607
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PMS 607
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PMS 607
C: 0 M: 0 Y: 30 K: 0

PMS 607
C: 0 M: 0 Y: 30 K: 0

PMS 4085
C: 0 M: 0 Y: 10 K: 10

PMS 4085
C: 0 M: 0 Y: 10 K: 10

PMS 4085
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PMS 4085
C: 0 M: 0 Y: 10 K: 10

PMS 4085
C: 0 M: 0 Y: 10 K: 10

PMS 4085
C: 0 M: 0 Y: 10 K: 10

[illegible]

LIMITED COLOR PALETTE

ZIM
AS HUMAN



ZIM
AS ALIEN



GIR
AS ROBOT



Head, hair, and
limbs PMS 577



Body, mouth
and eyes PMS Black



Teeth
PMS 517

Body, hair, and
limbs PMS 529



Body, hair, and
limbs White

Body, hair, and
limbs PMS 197



Body, hair, and
limbs PMS 206

Body, hair, and
limbs PMS 228

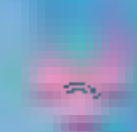
Head, hair, and
limbs PMS 577



Body, mouth
and eyes PMS Black



Teeth
PMS 206



Body, hair, and
limbs PMS 197



Body, hair, and
limbs PMS 529



Body, hair, and
limbs PMS 228



Teeth
PMS 517

Head, hair, and
limbs PMS Cool Gray 4



Body, mouth
and eyes White



Teeth
PMS Black



Body, hair, and
limbs PMS 197



Body, hair, and
limbs PMS 3262



Body, hair, and
limbs PMS 206

GIR
IN DOG
SUIT



DIB



GAZ



PMS 367



PMS Black



PMS Cool Gray 4



Tongue
PMS 197



Eyes
White

PMS 614



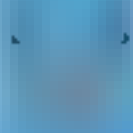
PMS Black



White



PMS 3015



PMS 443

PMS 673

PMS 614



PMS Black



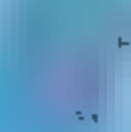
PMS 675



PMS 2802



PMS 529



PMS 443



PMS 673

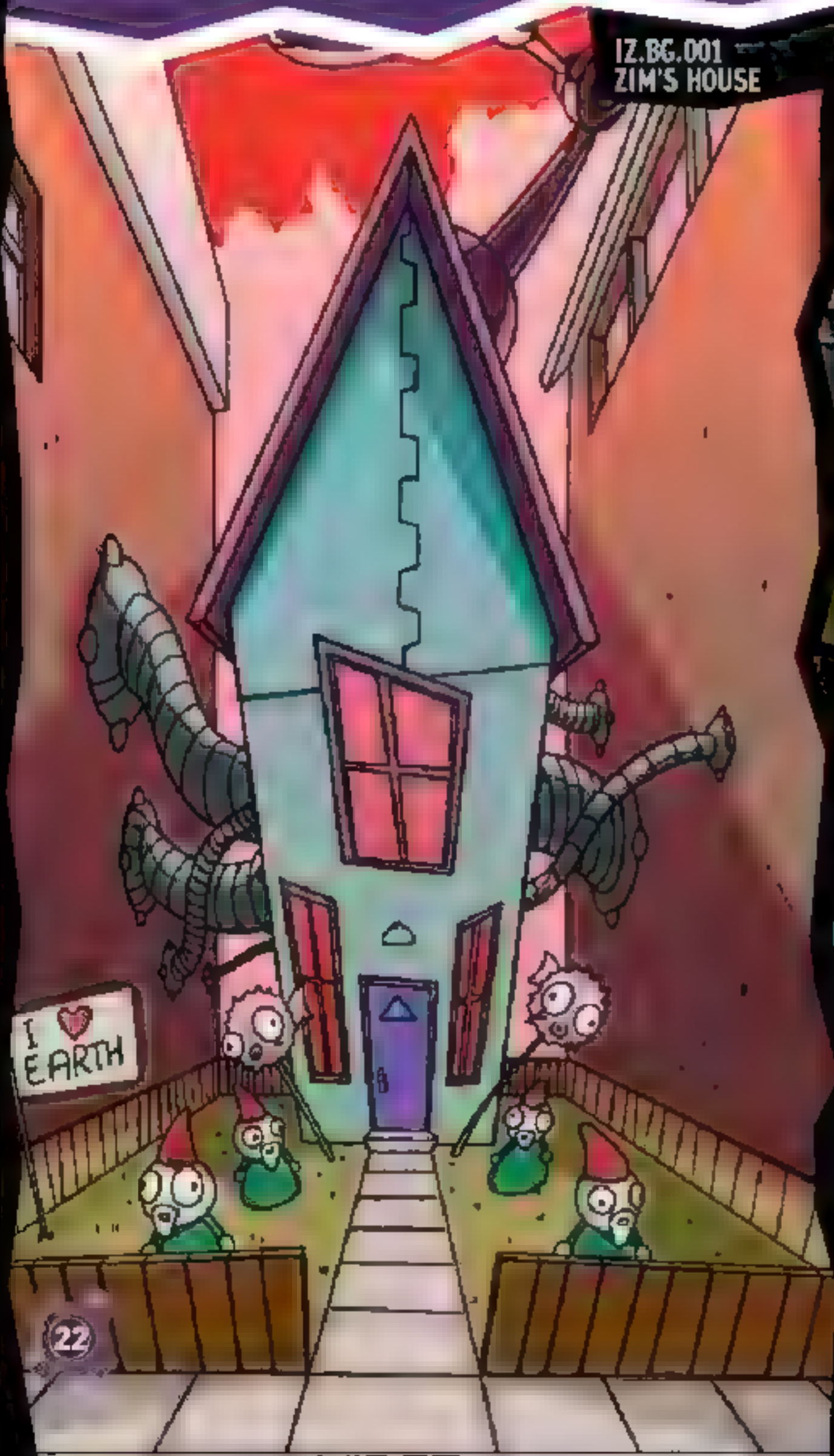


White

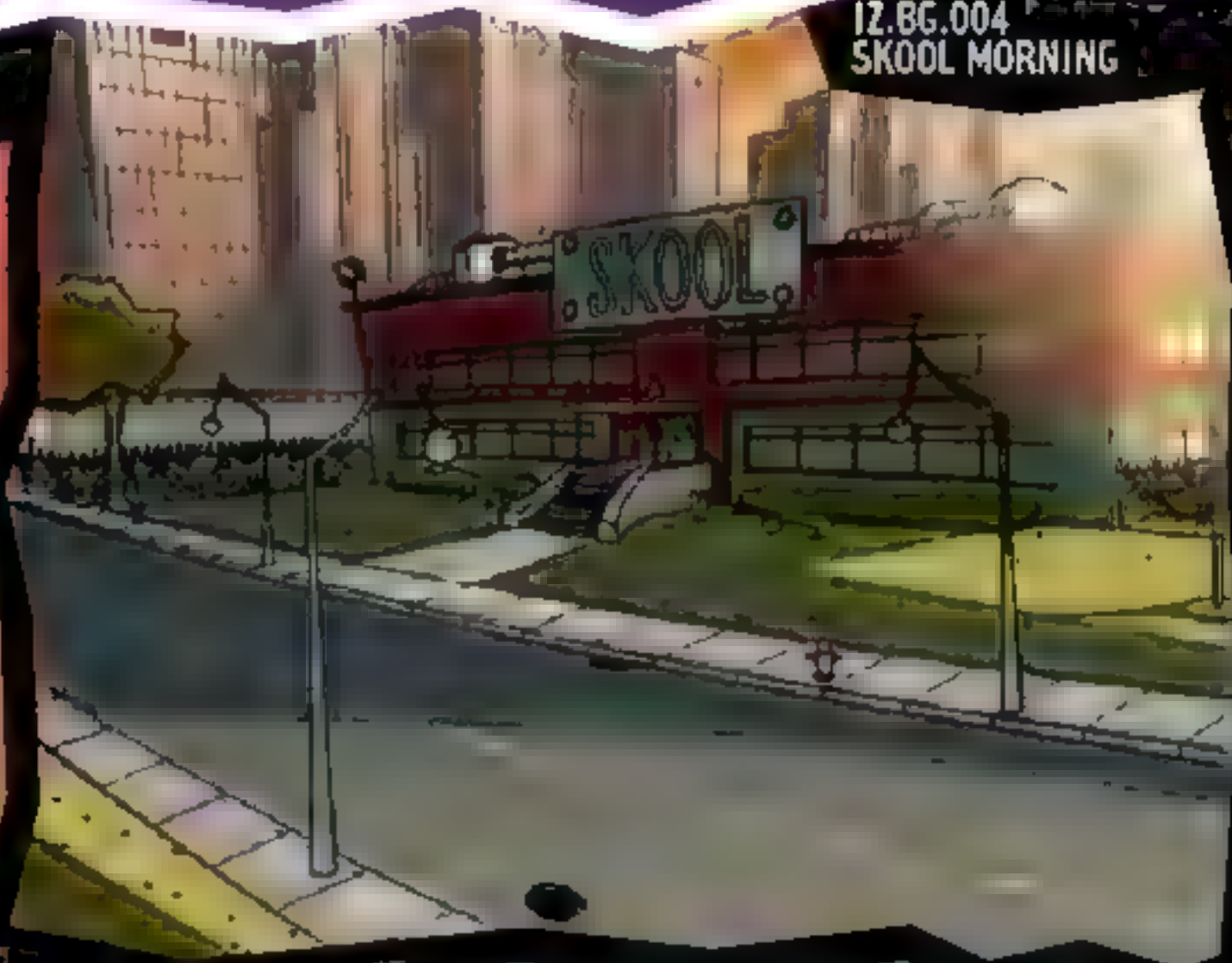


IZ.BG.005
PLAYGROUND

BACKGROUND SCENES



IZ.BG.001
ZIM'S HOUSE



IZ.BG.004
SKOOL MORNING



IZ.BG.006
MS. BITTERS' DESK



IZ.BG.010
MCMEATIES

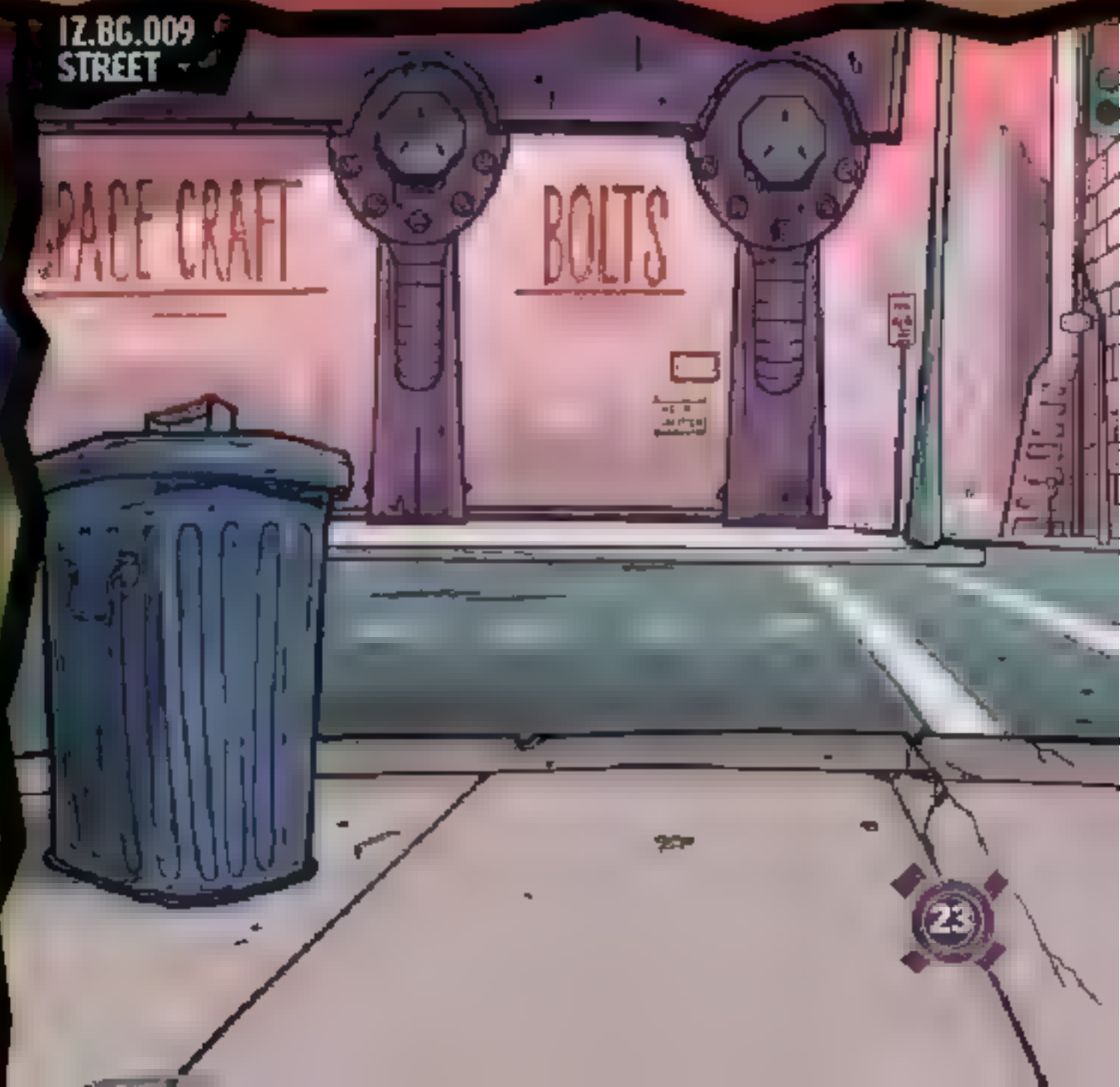
IZ.BG.002
ZIM'S LIVINGROOM



IZ.BG.003
ZIM'S BATHROOM



IZ.BG.009
STREET

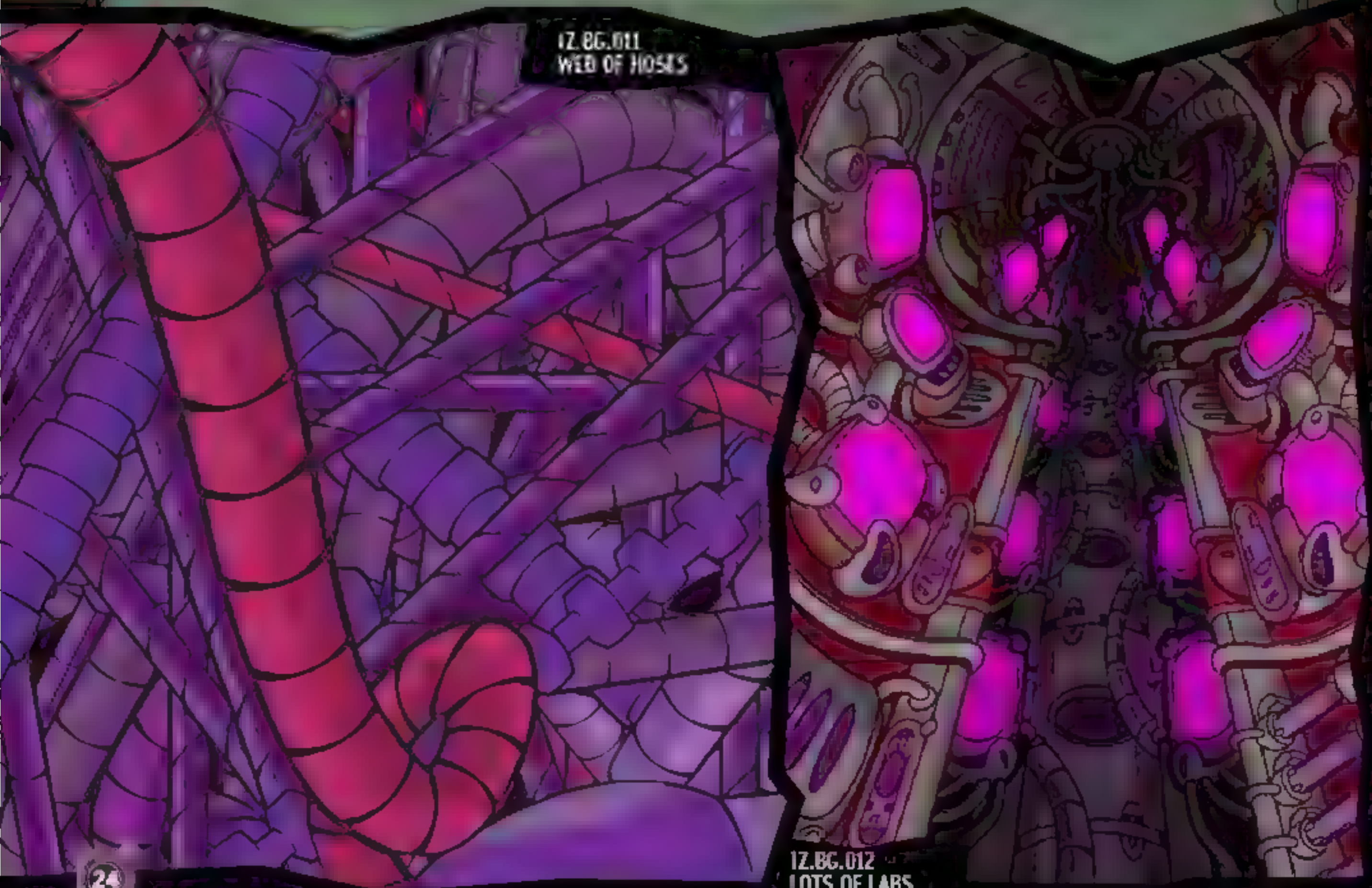


MORE BACKGROUNDS

1Z.BG.007
SKOOL HALLWAY

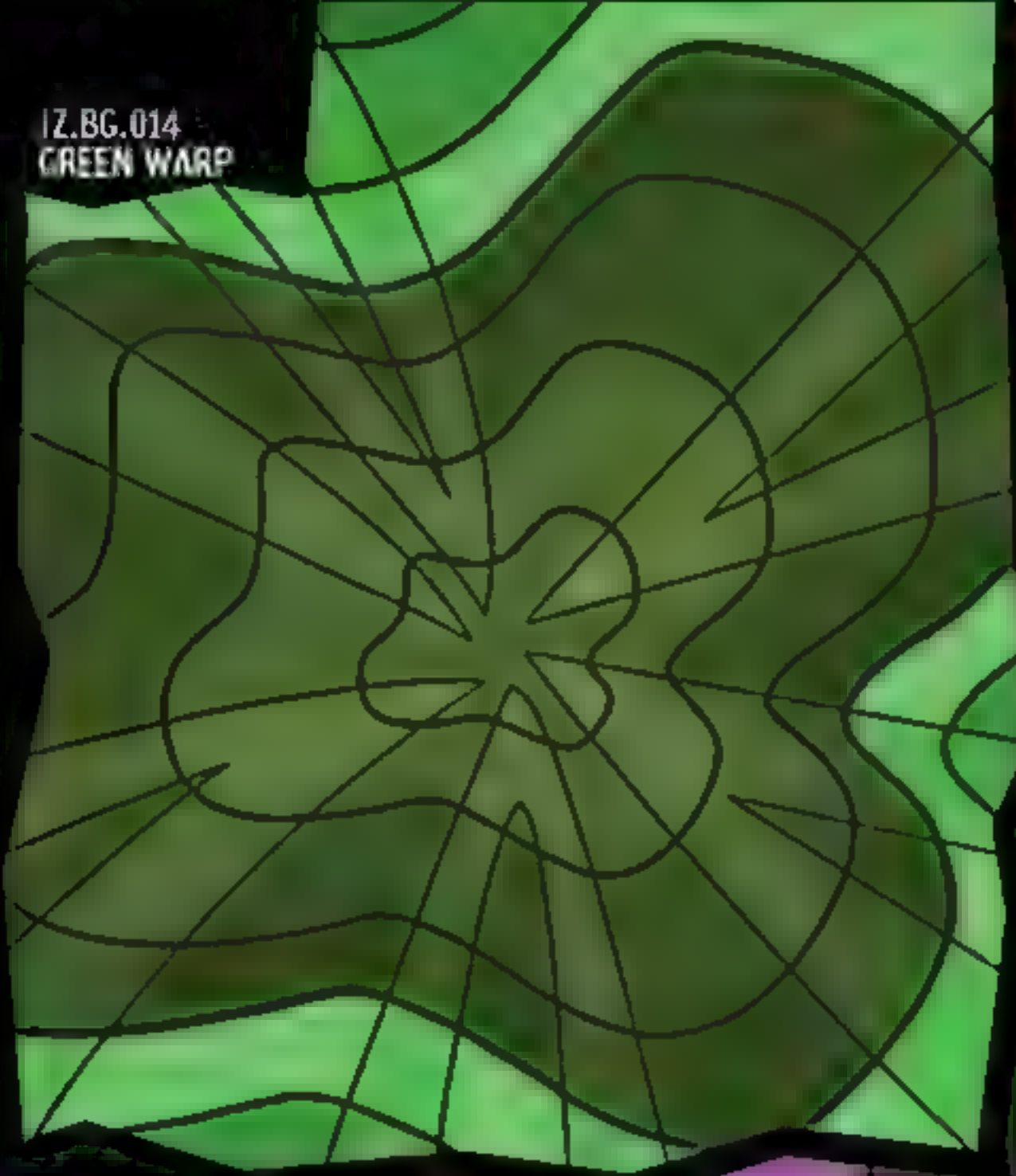


1Z.BG.011
WEB OF HOSES

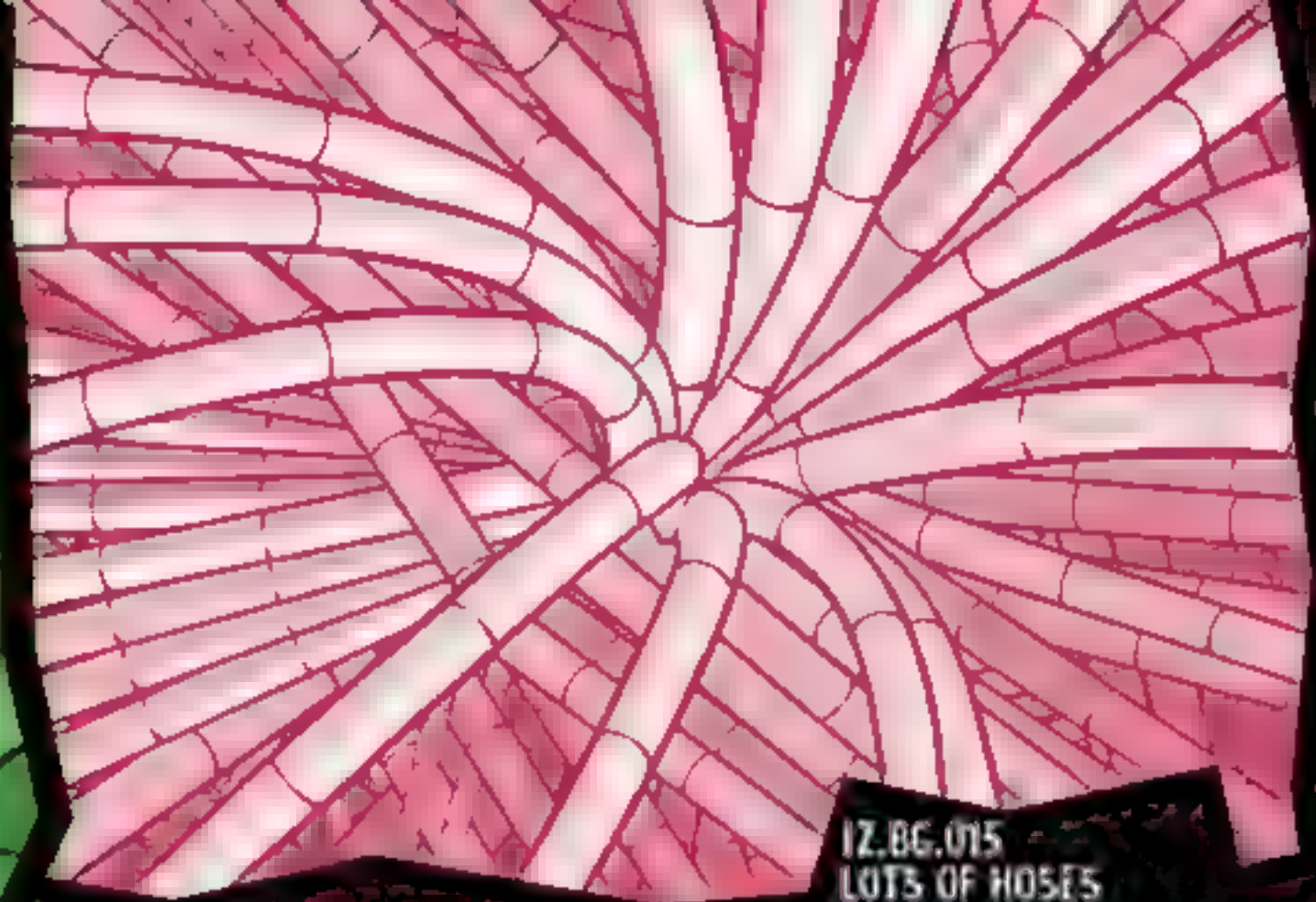


1Z.BG.012
LOTS OF LABS

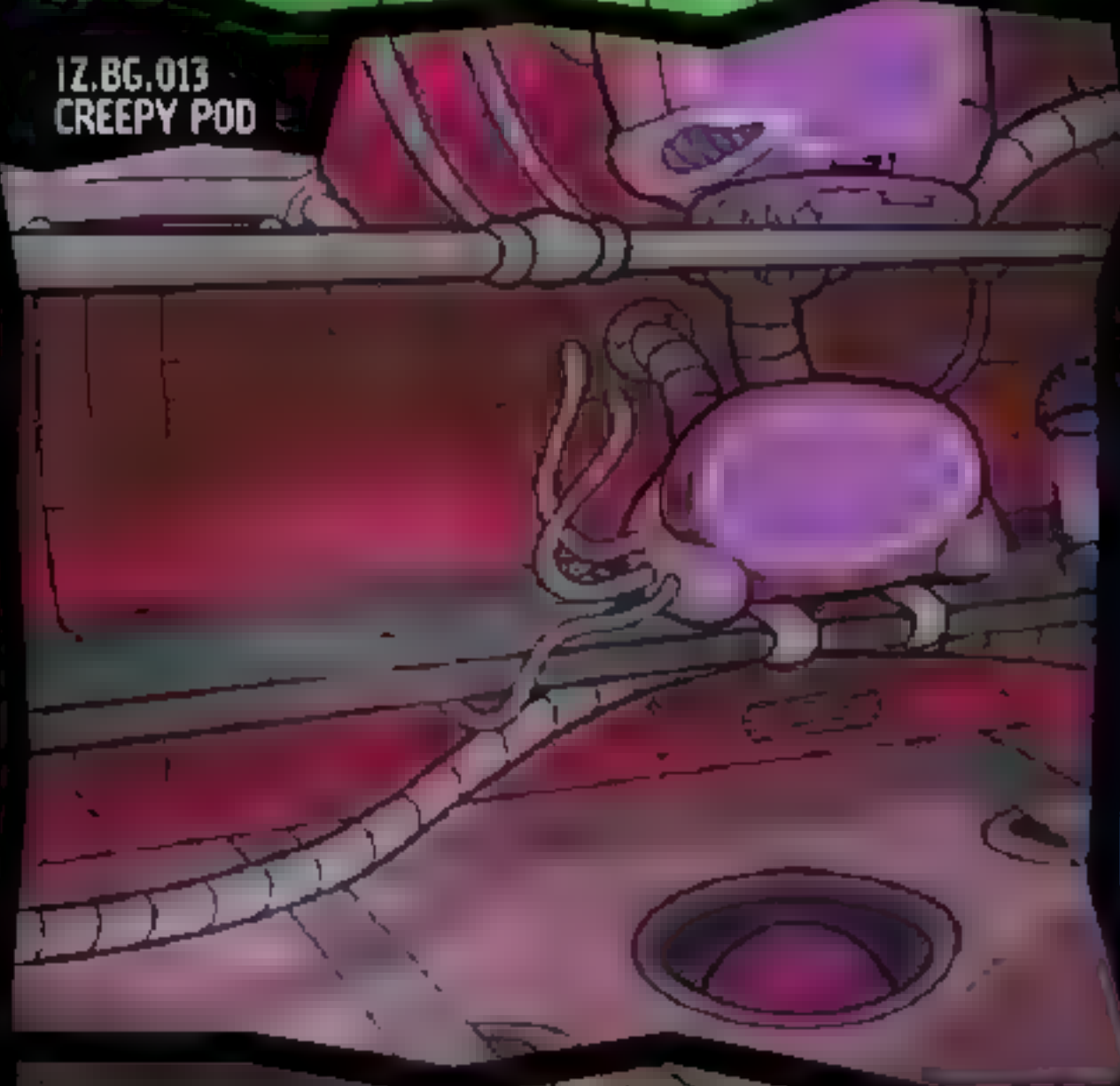
1Z.BG.014
GREEN WARP



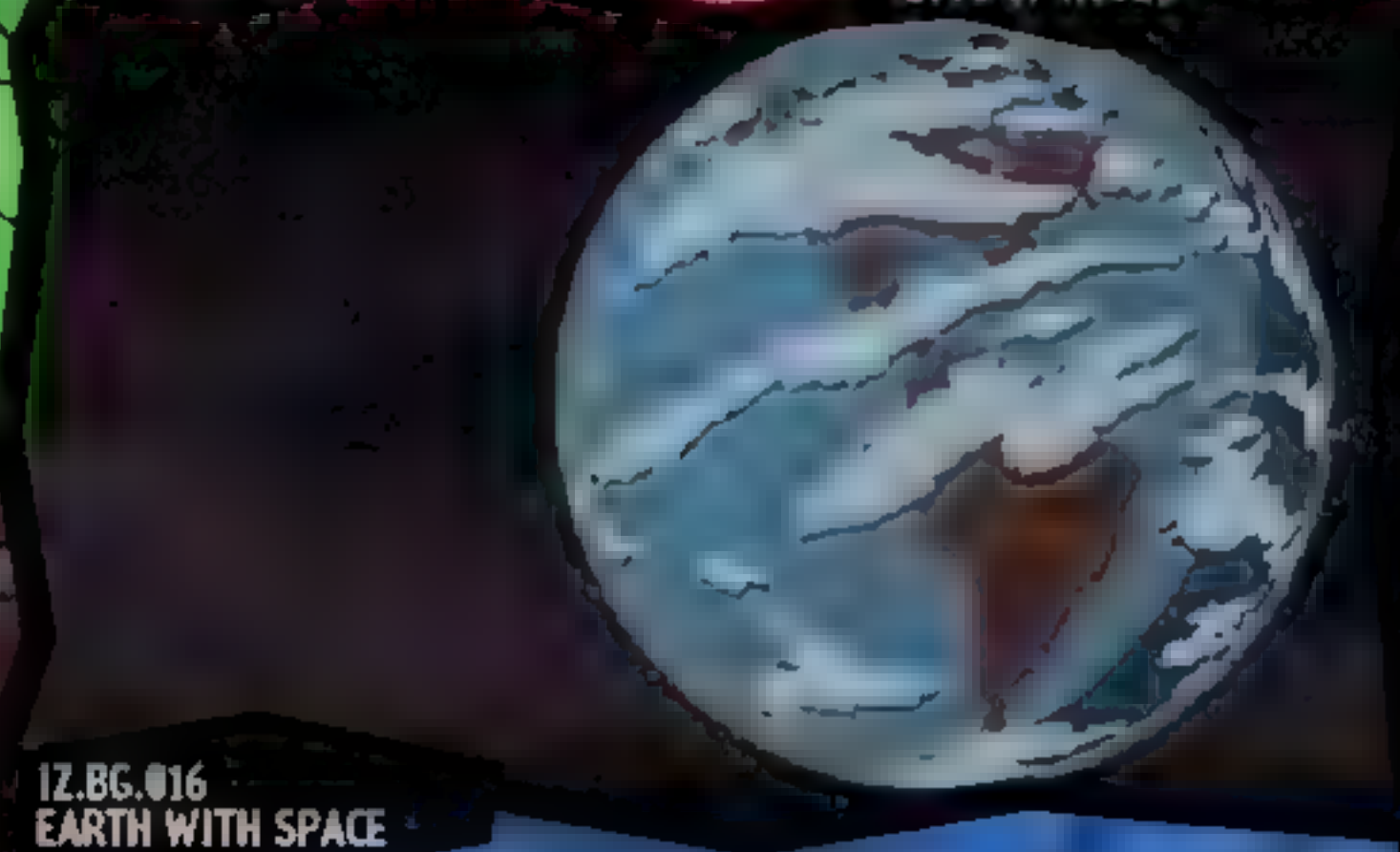
1Z.BG.015
LOTS OF HOSES



1Z.BG.013
CREEPY POD



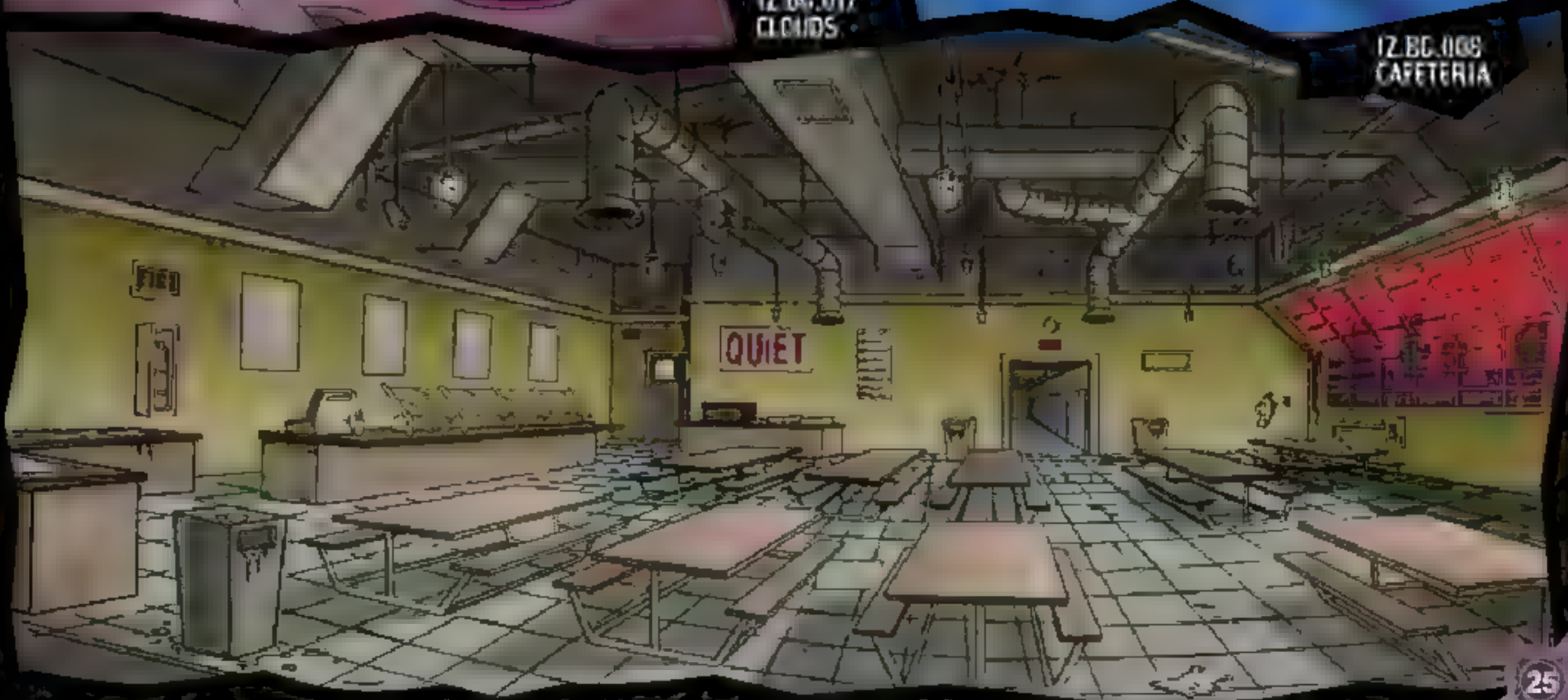
1Z.BG.016
EARTH WITH SPACE



1Z.BG.017
CLOUDS



1Z.BG.008
CAFETERIA



IZ.PAT.002
BONES

IZ.PAT.003
CELLS

IZ.PAT.001
TOSSED BONES

IZ.PAT.009
SAUCERS

IZ.PAT.005
HOSES

PATTERNS

IZ.PAT.006
SKULLS

IZ.PAT.008
LIVINGROOM

IZ.PAT.007
TOSSED SKULLS

IZ.PAT.004
TOSSED CLOUDS



IZ.PROP.001



IZ.PROP.002



IZ.PROP.003



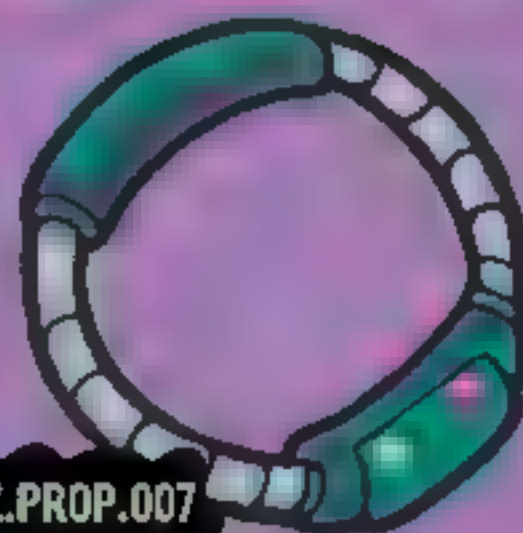
IZ.PROP.004



IZ.PROP.005



IZ.PROP.006



IZ.PROP.007



IZ.PROP.008



IZ.PROP.009B



IZ.PROP.009A



IZ.PROP.010

IZ.PROP.009C



IZ.PROP.011

IZ.PROP.012



ZIM'S ARSENAL OF PROPS



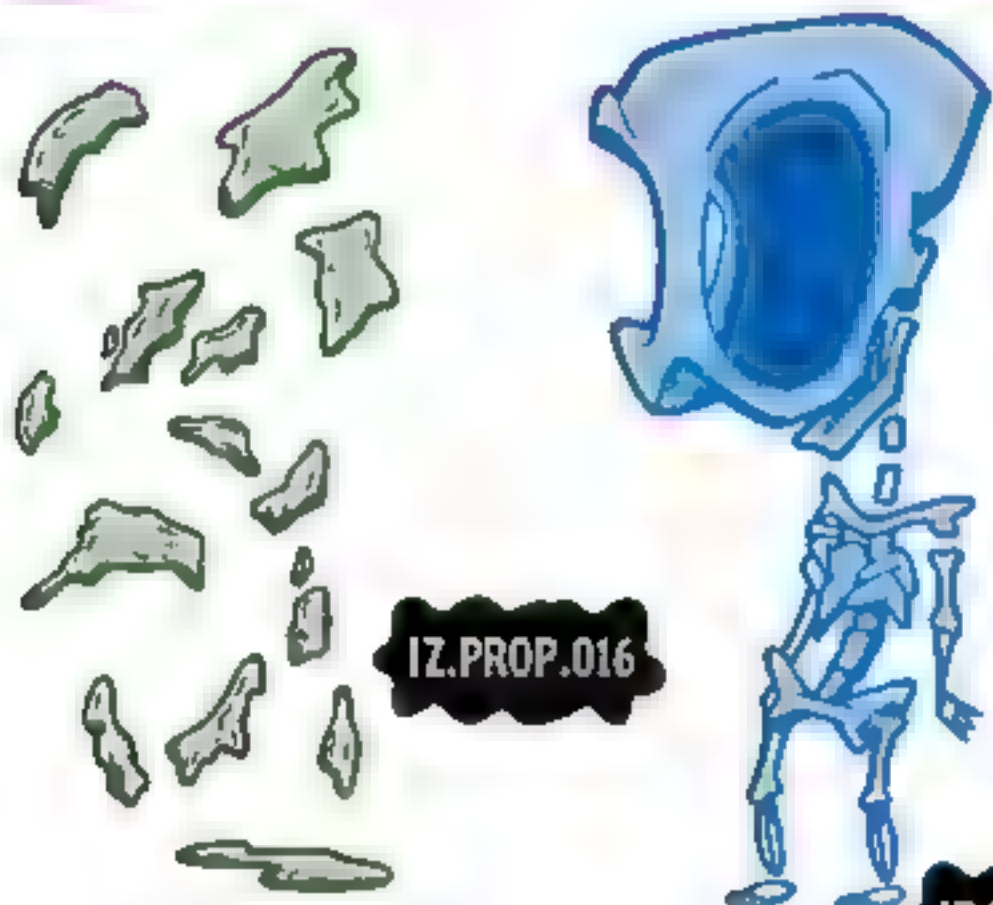
IZ.PROP.013



IZ.PROP.014

IZ.PROP.015A

IZ.PROP.015B



IZ.PROP.016

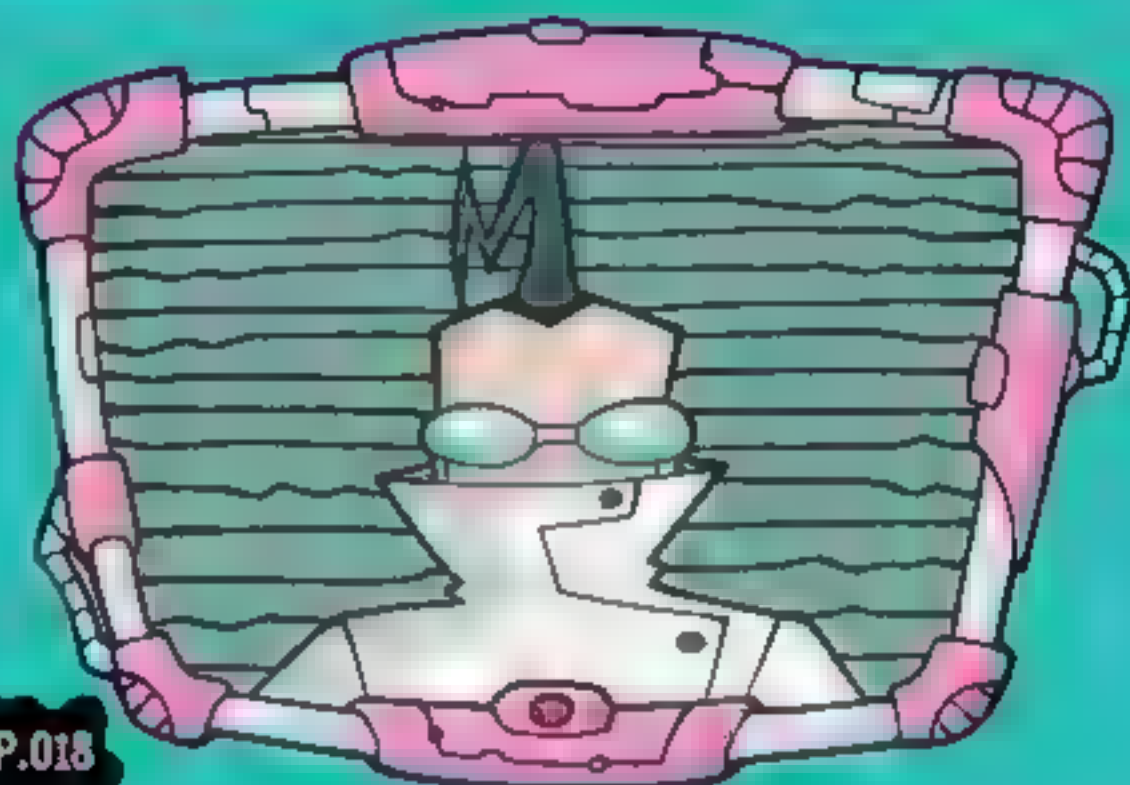
IZ.PROP.017



IZ.PROP.020



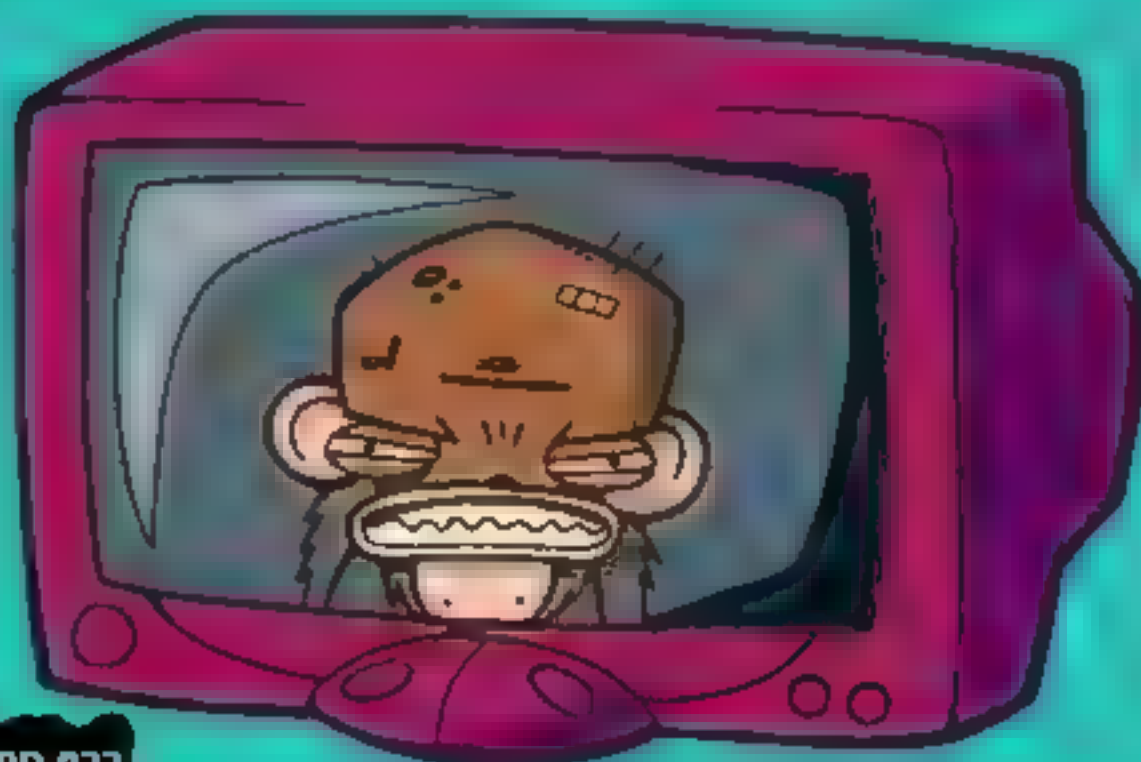
IZ.PROP.021



IZ.PROP.018



IZ.PROP.019



IZ.PROP.022

ZIM FONT LIBRARY

Earth-Shattering Headlines

INVADER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

FLYER FONTS (Venice: www.houseind.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HOUSE 3009 (Spaceage family: www.houseind.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VULGAR DISPLAY OF POWER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!

Crackhouse (www.houseind.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyzî234567890!@#&()?

Visit the web sites above for free downloads and font purchasing information.
Invader, Vulgar Display of Power and IRKEN DODM are on the ZIM Toolkit disk
and are yours for FREE!

IRKEN DOOM

IRKEN DOOM IRKEN DOOM IRKEN DOOM IRKEN DOOM
IRKEN DOOM IRKEN DOOM IRKEN DOOM IRKEN DOOM

IRKEN DOOM FONT FACTS:

- IRKEN DOOM has 18 distinct characters that look like ancient mystical runes.
- There is NO punctuation in IRKEN DOOM. Punctuation is seen as inferior and unnecessary.
- IRKEN DOOM doubles as a secret code. All INVADERS know and use the code.

Secondary Headlines

Sand (included in the system fonts of Apple computers)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()?

Amoebia Sans (fonthaus.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()?

Amoebia Drop (fonthaus.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()?

Body Copy

Verdana Regular (microsoft.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()?

Verdana Bold (microsoft.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()?

INVADER ZIM LOGOS

FULL COLOR LOGO



iZ_logo_4c.eps

FULL COLOR GROUP LOGO

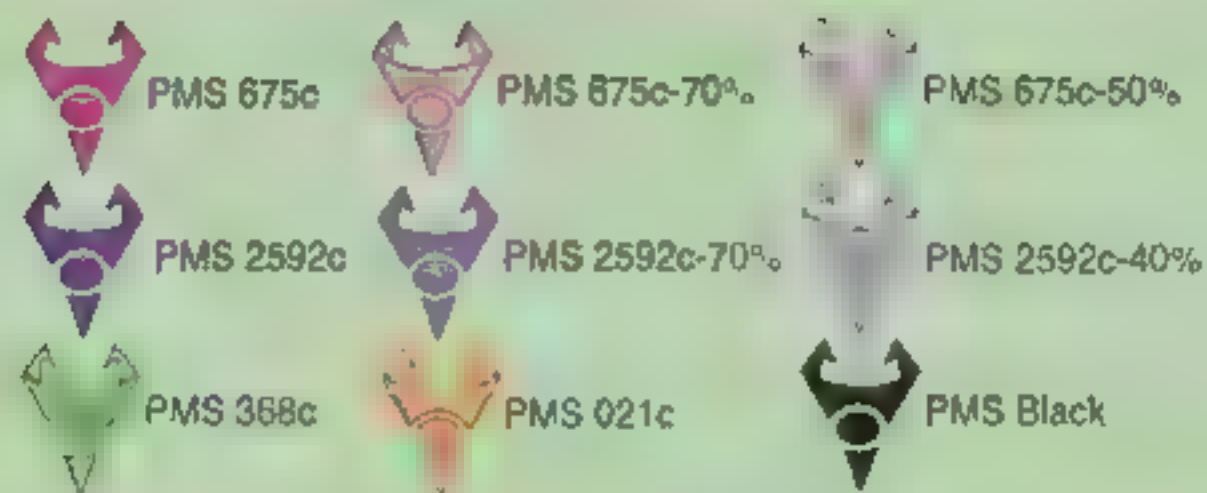


iZ_logo_char_4c.eps

5 SPOT-COLOR LOGO



IZ_logo_spot.eps



BLACK AND WHITE LOGO



IZ_logo_bw.eps

NOTE: These notices are for logo usage in the United States and Canada only. For use in other countries, notices and other legal procedures must be cleared with Nickelodeon before advertising or marketing projects in those countries.

THE ULTIMATE CREATIVE STRATEGY FOR WORLD PRODUCT DOMINATION

The primary
targets for executing
INVADER ZIM products
and promotional
materials are:

Dark, sci-fi
Goth inspired
design

Offbeat humor

Sci-Fi

strong
graphics

Offbeat, "twisted" humor

Though based in science fiction, **INVADER ZIM** is essentially a dark comedy. It's ZIM's deadly serious attempts to infiltrate Earth's society to pave the way for the **IRKEN** invasion that provide the series humor. At once self-glorifying and paranoid, ZIM fails repeatedly to see his plans for the Earth's demise realized. Yet he's incapable of acknowledging his own failure: rather, ZIM interprets his most inept actions as evidence of his own genius.

Equally clueless is ZIM's doggy-disguised robot, G.I.R. With the attention span of a fly (read: short), G.I.R.'s silliness provides comedic contrast to ZIM's intensity. Add Dib, a boy obsessed with the paranormal and outing ZIM as the threat to earth that he is... Gaz, Dib's ill-tempered sister... their madly busy father... and a world of humans blind to logic and you've got a rich, character-based comedy.

WORDS TO INSPIRE BRILLIANCE

Sci-Fi

Paranormal

Mysterious

Foreboding

Conquer

Ingenious

Evil

Grim

Mayhem

Superior

Unexpected

Absurd

Spooky

Creepy

Wicked

Doom

Domination

Supernatural

Misguided

Malformed

Menacing

Dark

Sinister

Grotesque

Otherworldly

Paranoid

Scientific

Bold

Alternate

Hopeless

Underground

Ominous

Alien

Technology

Twisted

Hilarious

Obsessive



Dark, sci-fi, goth-inspired design

The show's sci-fi and paranormal elements allow for a host of new worlds - beautiful, horrific, cool, disturbing - where our characters can play out their action. No two episodes look alike, with ZIM and Dib constantly introducing elements from their respective worlds- the technological and the paranormal. The uniquely intricate look of the show is as much its trademark as the humor.

Unlike most television animation, ZIM tends to use a dark palette, dominated by purples and black... and strategically broken by magentas and glowing greens to accentuate areas and create contrast. Using the creator's own comic books as a base, the show design is at once sophisticated and silly, gorgeous and spooky, and twisted - psychologically and physically - creating an atmosphere defined by jagged lines and bent architecture. It's a high-tech funhouse!

Strong, simple iconic graphics

The show's graphics should be simple and direct. Dramatic, cinematic composition and iconic imagery are key. There are detailed areas, although the overall composition should contain few extraneous elements. Make images bold, and clean, with the show's underlying theme of doom present in most frames. ZIM and Dib can be portrayed as villains to one another, and heroes to themselves.

"Invaders
need
no one."

FURTHER STRATEGIES FOR WORLD PRODUCT DOMINATION

Interesting Notes... of Interest

- IRKENS spell their name in all caps, so ZIM & GIR are always spelled that way
- Though they are the children of Professor Membrane, Dib and Gaz's last name is not Membrane. No one knows what it is.
- When in Skool, or otherwise around humans, ZIM (and GIR) should be in their disguises - complete with pompadour and dog suit.
- Some things are purposefully vague, such as the grade of ZIM and Dib's classroom. Ages are generally unknown.
- IRKENS convert planets, so ZIM doesn't want to destroy Earth. He only wants to destroy its inhabitants to prepare it for conversion. ZIM will even defend Earth in the event that his mission is threatened. Only ZIM can destroy mankind.

PRODUCT INFILTRATION COMPONENTS

(Translation: make sure INVADER ZIM products incorporate the following attributes)

- | | |
|--------------|-----------------|
| • Sci-Fi | • Twisted |
| • Humorous | • Bold |
| • Surprising | • Graphic |
| • Unexpected | • Mysterious |
| • Dark | • Technological |

THINGS TO AVOID

(lest you suffer the consequences):

- Pop culture references or catch phrases of any sort
- Current, "hip" language, unless it is a joke
- Reference or use of retro sci-fi elements (no kitsch or cheesy parodies)
- Direct parody

INVADER ZIM'S Words of Brilliance:

"DOOM!"
"DOOM!"
"DOOM!"

"I AM ZIM!"

"I am a perfectly normal human worm baby."

"Invaders need no one."

"Who among you feels they are worthy enough to be my BEST FRIEND?"

"Meats of evil."

"Ingenious!"

"Prepare for some
DOOM!"

"Mind your business, bus-slave"

"LOOK OUT for your
BLOOD!"



APPROVAL PROCEDURE:

- Any usage of the Invader Zim characters' names or likenesses must be approved in writing in advance of use. Approval is based on character design that (a) follows models and colors, (b) uses correct relationships between characters, (c) is appropriately integrated with products and advertisements, and (d) uses the correct typefaces. All information is, like, somewhere in this guide. If you can't find it, ask us.

LEGAL

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- The year to be included in this notice is the year in which the design of the product is first distributed to the public. This legal information should be placed on the back of the package, bottom right side, near the licensing logo. **NEVER EVER** cover the Nickelodeon wave or any part of it. In addition, the symbols TM or ®, as applicable, should appear next to the first or most prominent use of the name Nickelodeon, Invader Zim and any character names when they appear on a piece of licensed merchandise or in any advertising copy. On products and in print advertising, the required notices must be applied in a legible and permanent format. The proper wording and placement of all notices must be approved, in writing, by Nickelodeon.

NOTE: The above notices are for use in the United States and Canada **ONLY**. Because of variations in laws in some countries, notices and legal procedures must be cleared with MTV Networks before advertising or marketing products in other countries.



"This place is
just begging to
be destroyed!"

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Nicktoons Invader Zim Production
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 Mary Harrington - Executive Producer
 Rob Hummel - Story Editor
 Bryan Konietzko - Art Director
 Aaron Alexovich - Character Designer
 Eric Brown - Prop Designer
 Jean-Paul Bondy - Color Director
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"Let's go to
my room, pig!"

